

THE EFFECT OF PERCEIVED VALUE ON ONLINE CONSUMER PURCHASE INTENTION THROUGH TRUST AS A MEDIATING VARIABLE IN BREW ME TEA PRODUCTS

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ABSTRACT

The dynamics of online sales of Brew Me tea products highlight the need for an in-depth understanding of the factors that influence consumers' online purchase intentions. This study aims to test and explain the influence of perceived value on consumers' online purchase intentions through trust as a mediating variable for Brew Me tea products in Denpasar. This study employs a quantitative approach using purposive sampling of 100 respondents residing in Denpasar who have accessed Brew Me tea products through digital channels but have never made a purchase. Data were analyzed using Partial Least Squares-based Structural Equation Modeling (PLS-SEM). The results indicate that perceived value has a positive and significant effect on purchase intention; perceived value has a positive and significant effect on trust; trust has a positive and significant effect on purchase intention; and trust was found to partially mediate the effect of perceived value on consumers' online purchase intention for Brew Me tea products. These findings reinforce the application of the Stimulus-Organism-Response (SOR) theory in explaining consumer purchase intention behavior in the context of digital marketing for premium local tea products, and provide practical implications for Brew Me to optimize its digital marketing strategy by strengthening perceived value and building consumer trust on an ongoing basis.

Keywords: perceived value; trust; purchase intention; SOR theory; Brew Me

INTRODUCTION

The tea industry in Indonesia holds a strategic position as a leading plantation commodity that not only supports national economic development but also contributes to the advancement of the agro-industrial and tourism sectors (Agustin et al., 2023). Along with the growing consumer preference for health-oriented and sustainable products, the market potential for organic tea has continued to expand, including in Bali. Brew Me, as a pioneering local premium organic tea MSME from Bali, has successfully established a strong position in the offline market, with consistent sales growth from IDR 15.02 billion in 2023 to IDR 25.32 billion in 2025. In contrast, its online sales performance has exhibited considerable fluctuations, declining from IDR 0.62 billion in 2023 to IDR 0.49 billion in 2024 before increasing again to IDR 0.89 billion in 2025 (PT. Cahaya Anugerah Pertiwi, 2026). This phenomenon is particularly noteworthy considering that Denpasar City, the primary marketing area for Brew Me, recorded the highest internet penetration rate in Bali Province at 92.24 percent (Badan Pusat Statistik, 2025), which should provide substantial opportunities for the growth of online transactions.

The disparity between the high level of digital access and the relatively low realization of online sales indicates the presence of psychological barriers in consumer purchasing behavior, one of which is associated with perceived value and trust. In online

purchasing, consumers are unable to physically evaluate products, making their purchase decisions more dependent on digitally available information. Perceived value, defined as consumers' overall evaluation of the extent to which the benefits received are commensurate with the sacrifices incurred, has become a key determinant of purchase intention (Balaji et al., 2025; Luo et al., 2022). However, inconsistent findings have been reported in previous studies. Mranani and Lastianti (2022), as well as Rohman et al. (2023), found that perceived value did not have a significant effect on purchase intention, in contrast to the majority of studies reporting a positive and significant relationship. This inconsistency constitutes one of the primary justifications for the novelty of the present study.

Trust also plays a crucial role in the context of online purchasing, particularly for consumers who have never made a purchase previously. Trust is not established through actual purchasing experience but rather through consumers' initial evaluation of the informational value conveyed through digital marketing content (Prawira & Warmika, 2025). Kory and Sanica (2022) found that the low online purchase intention for organic tea products in Bali was primarily attributable to consumers' lack of trust in transaction security and product quality in the online environment, rather than to limitations in digital infrastructure. This finding is supported by Nyoman and Widiana (2021), who demonstrated that trust has a significant effect on online transaction intention in Denpasar. Accordingly, trust is expected to function as a mediating variable that bridges the effect of perceived value on consumers' online purchase intention.

The characteristics of Brew Me as a premium organic tea product present unique challenges in the context of online purchasing. Unlike conventional tea, which is generally selected based on price and habitual consumption, premium organic tea offers value propositions that cannot be visually verified through a digital interface, such as the authenticity of organic ingredients, production processes free from synthetic chemicals, long-term health benefits, and experiential value reflected in its taste and healthy lifestyle positioning. These claims represent high-credence attributes, which are difficult for consumers to evaluate even after product consumption. Consequently, trust in the credibility of digitally presented information becomes a fundamental prerequisite before consumers are willing to pay a premium price. Within the SOR framework, this implies that the stimulus in the form of perceived value for premium products requires a stronger internal process (organism) in the form of trust than conventional products before it can be translated into a response in the form of purchase intention. Therefore, the role of trust as a mediating variable becomes increasingly relevant and essential to examine in the context of premium organic tea products such as Brew Me.

This study adopts the Stimulus–Organism–Response (SOR) theory as its theoretical framework to explain this mechanism, in which perceived value is positioned as the stimulus (S), trust as the organism (O), and purchase intention as the response (R). This study aims to examine and explain the effect of perceived value on consumers' online purchase intention through trust as a mediating variable in Brew Me tea products in Denpasar City. The findings are expected to provide a more comprehensive understanding of the dynamics of consumer behavior in digital markets, particularly within the premium local tea product segment in Indonesia.

METHOD

This study employed an associative research design with a causal quantitative approach. The research was conducted in Denpasar City, Bali, based on the consideration that the area recorded the highest internet penetration rate in Bali Province, reaching 92.24 percent (Badan Pusat Statistik, 2025), making it a relevant setting for investigating digital consumer behavior. The objects of this study were perceived value, trust, and consumers' online purchase intention toward Brew Me tea products.

This study identified three variables: perceived value (X) as the exogenous variable, purchase intention (Y) as the endogenous variable, and trust (M) as the mediating variable. Perceived value was measured using eight indicators developed from Basrowi et al. (2023), Dastane et al. (2023), and Uzir et al. (2021), namely benefit congruence, information congruence, ease of access, tea taste expectations, product reputation, experiential expectations, price appropriateness, and cost affordability. Trust was measured using eight indicators developed from Ingriana (2024) and Shrivastava (2025), including seller integrity, seller reliability, online management competence, consistency of product information, information honesty, confidence in product reliability, transaction security, and personal data security. Purchase intention was measured using four indicators developed from García et al. (2020), Khohar and Harmanto (2024), and Purwanto and Sahetapy (2022), namely information search, purchase interest, preference, and purchase planning. All variables were measured using a five-point Likert scale.

The population of this study consisted of prospective consumers in Denpasar City who had previously become aware of or accessed information regarding Brew Me tea products through online sales channels and had never purchased Brew Me. The population was considered infinite because its exact size could not be determined. The sample was selected using a purposive sampling technique based on the following criteria: respondents were at least 17 years old, resided in Denpasar City, had accessed Brew Me tea products through the website, marketplace, or social media, were not employed as Brew Me staff or marketing personnel, and voluntarily agreed to complete the questionnaire. The sample size was determined to be 100 respondents based on the SEM-PLS sample size guideline, which recommends a minimum sample of five times the total number of indicators (Rachman et al., 2024). Data were collected through an online questionnaire administered using Google Forms.

Before distributing the questionnaire to the 100 main respondents, a pilot study involving 30 respondents was conducted to assess the preliminary validity and reliability of the instrument using Pearson correlation and Cronbach's Alpha with the assistance of SPSS. The pilot study results indicated that all indicators were valid (correlation coefficients ranging from 0.730 to 0.948) and reliable (Cronbach's Alpha > 0.60), confirming that the instrument was appropriate for the main data collection. Data were analyzed using descriptive statistics and inferential statistics through Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software. Model evaluation included assessment of the outer model through convergent validity, discriminant validity, and composite reliability, as well as evaluation of the inner model using R-square, Q-square, and hypothesis testing through the bootstrapping procedure at a significance level of $\alpha = 5\%$.

RESULTS AND DISCUSSION

This study involved 100 respondents who were aware of or had accessed information about Brew Me tea products online in Denpasar City. Respondent

characteristics were examined based on gender, age, educational level, and occupation, as presented in Table 1.

Table 1. Respondent Characteristics

Variable	Classification	Frequency	Percentage (%)
Gender	Male	48	48
	Female	52	52
	Total	100	100
Age	17-22 Years	22	22
	23-28 Years	38	38
	29-34 Years	25	25
	≥ 35 Years	15	15
	Total	100	100
Educational Attainment	Senior High School/Equivalent	16	16
	Diploma	15	15
	Bachelor's Degree	54	54
	Postgraduate Degree	15	15
	Total	100	100
Occupation	Student	26	26
	Entrepreneur	18	18
	Civil Servant	34	34
	Private Employee	22	22
	Total	100	100

Source: Processed primary data, 2026

Table 1 shows that female respondents were more dominant than male respondents, accounting for 52 percent of the sample. Based on age, the majority of respondents were in the 23–28-year age group (38 percent), indicating that most respondents were of productive age and actively engaged in the use of digital technology. In terms of educational attainment, respondents were predominantly bachelor's degree graduates (54 percent), suggesting that they were capable of comprehensively understanding product-related information. Based on occupation, civil servants constituted the largest group of respondents (34 percent), reflecting the diversity of consumer backgrounds represented in this study.

Validity testing was conducted by calculating the outer loading values in the PLS-SEM measurement model. An indicator was considered valid if its outer loading value exceeded 0.70. The results of the convergent validity test for each indicator across all variables are presented in Table 2.

Table 2. Results of the Convergent Validity Test

Variable	Indicator	Outer Loading
Perceived Value (X)	Benefit Suitability (X ₁)	0,778
	Information suitability (X ₂)	0,780
	Ease of access (X ₃)	0,795
	Expectation of tea flavor (X ₄)	0,793
	Product reputation (X ₅)	0,784

Purchase Intention (Y)	Expectation of product experience (X ₆)	0,822
	Price suitability (X ₇)	0,840
	Cost affordability (X ₈)	0,784
	Information search (Y ₁)	0,810
Trust (M)	Purchase interest (Y ₂)	0,839
	Preference (Y ₃)	0,834
	Purchase plan (Y ₄)	0,849
	Seller integrity (M ₁)	0,863
	Seller reliability (M ₂)	0,836
	Competence in online management (M ₃)	0,855
	Consistency of product information (M ₄)	0,884
	Accuracy of product information (M ₅)	0,848
	Confidence in product reliability (M ₆)	0,831
	Transaction security (M ₇)	0,844
	Personal data security (M ₈)	0,784

Source: Processed primary data, 2026

The validity test results presented in Table 2 indicate that all three variables obtained outer loading values greater than 0.70. This demonstrates that all measurement indicators used in this study satisfy the criteria for convergent validity. Reliability testing was conducted to determine the extent to which the measurement instrument is trustworthy and reliable. A construct is considered reliable if its composite reliability and Cronbach's Alpha values exceed 0.70. The results of the instrument reliability test are presented in Table 3.

Table 3. Results of the Composite Reliability Test

Variable	Cronbach's alpha	composite reliability
Trust (M)	0,942	0,952
Purchase Intention (Y)	0,853	0,901
Perceived Value (X)	0,918	0,933

Source: Processed primary data, 2026

The reliability test results in Table 3 show that all variables achieved Cronbach's Alpha and composite reliability values above 0.70, confirming that the research instrument is reliable and appropriate for this study. The perceived value variable (X) was measured using eight statements on a five-point Likert scale, with respondents' responses presented in Table 4.

Table 4. Respondents' Responses to the Perceived Value Variable

No	Statement	Frequency of Respondents' Responses					Mean	Category
		1	2	3	4	5		

1	I am interested in trying Brew Me to experience its benefits.	0	2	3	48	47	4,40	Very High
2	The information about Brew Me presented across various media is appealing to me.	0	0	1	59	40	4,39	Very High
3	Brew Me tea products can be easily found on various online platforms accessible to prospective consumers in Denpasar City.	0	1	0	56	43	4,41	Very High
4	I expect the taste of Brew Me tea to match my preferences.	1	1	4	48	46	4,37	Very High
5	The reputation of Brew Me as a ready-to-drink packaged beverage encourages me to try the product.	1	0	1	54	44	4,40	Very High
6	I expect Brew Me to provide an enjoyable experience worth trying.	0	1	1	47	51	4,48	Very High
7	Brew Me sets prices that are appropriate for the quality offered.	0	0	3	51	46	4,43	Very High
8	Brew Me sets prices that are affordable based on consumers' purchasing power.	2	1	2	43	52	4,42	Very High
Overall Mean of Responses for Perceived Value							4,41	Very High

Source: Processed primary data, 2026

Table 4 shows that the perceived value variable achieved an overall mean score of 4.41 (**Very High**), with the highest score of 4.48 for expectations of an enjoyable Brew Me experience and the lowest of 4.37 for tea flavor suitability. Meanwhile, the trust variable (M) was measured using eight statements on a five-point Likert scale, as presented in Table 5.

Table 5. Respondents' Responses to Trust

No	Statement	Frequency of Respondents' Responses					Mean	Category
		1	2	3	4	5		

1	I believe that Brew Me tea sellers are honest in providing information.	0	0	3	55	42	4,39	Very High
2	Brew Me content makes me believe that the seller is capable of providing reliable service.	0	2	1	56	41	4,36	Very High
3	The online presentation of Brew Me makes me confident that it is managed competently.	0	0	2	58	40	4,38	Very High
4	Information about Brew Me appears consistent across various sources.	0	0	4	55	41	4,37	Very High
5	I feel that the information provided by Brew Me is communicated honestly.	1	3	1	57	38	4,28	Very High
6	The information presented by Brew Me makes me confident that its product quality is reliable.	0	2	2	48	38	4,32	Very High
7	The information and online presentation of Brew Me make me confident that purchasing the product will not involve any detrimental risks.	1	2	3	55	39	4,29	Very High
8	I believe that consumers' personal data will not be misused after purchasing Brew Me.	1	1	4	54	40	4,31	Very High
Overall Mean of Responses for Trust							4,33	Very High

Source: Processed primary data, 2026

Table 5 shows the distribution of respondents' responses to trust, with the highest mean score of 4.38 for the statement concerning confidence in the competence of Brew Me's online management, and the lowest mean score of 4.28 for the statement concerning the honesty of information conveyed by Brew Me. The overall mean score for the trust variable was 4.33, which falls within the very high category. The purchase intention variable is denoted by Y. This variable was measured using 4 statements assessed on a five-

point Likert scale. The respondents' responses to this variable are presented in detail in Table 6.

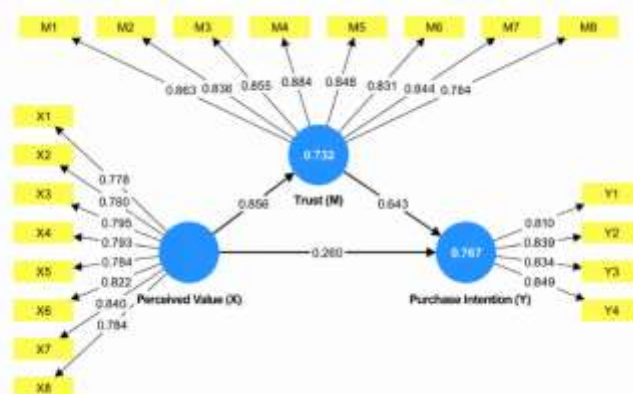
Table 6. Respondents' Responses to Purchase Intention

No	Statement	Frequency of Respondents' Responses					Mean	Category
		1	2	3	4	5		
1	I always seek further information about Brew Me tea before deciding to purchase it.	2	1	0	62	35	4,27	Very High
2	I am interested in ordering Brew Me tea through online platforms.	1	0	0	66	33	4,30	Very High
3	I am more interested in Brew Me than other tea brands when considering a purchase.	0	2	2	65	31	4,25	Very High
4	I plan to purchase Brew Me tea online within the next few months.	0	1	3	64	32	4,27	Very High
Overall Mean of Responses for Purchase Intention							4,27	Very High

Source: Processed primary data, 2026

Table 6 shows that purchase intention achieved an overall mean score of 4.27 (Very High), with the highest score of 4.30 for interest in ordering through online platforms and the lowest of 4.25 for preference over other brands. Hypothesis testing for the direct and indirect effects among perceived value, trust, and purchase intention was conducted using PLS-SEM, with the structural model presented in Figure 1.

Figure 1. Structural Equation Model of the Study



The results of the inner model assessment showed an R-square value of 0.732 for the trust variable and 0.767 for the purchase intention variable, both of which fall within the strong category. The results of the direct effect hypothesis testing are presented in Table 7.

Table 7. Direct Effect Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P values
Perceived Value (X) - > Trust (M)	0,856	0,857	0,029	29,509	0,000
Trust (M) -> Purchase Intention (Y)	0,643	0,661	0,107	5,989	0,000
Perceived Value (X) - > Purchase Intention (Y)	0,260	0,245	0,107	2,441	0,015

Source: Processed primary data, 2026

Based on the test results presented in Table 7, the path coefficient of perceived value on trust was 0.856, with a t-statistic of 29.509 (> 1.96) and a p-value of 0.000 (< 0.05). These results indicate that perceived value has a positive and significant effect on trust, meaning that H2 is accepted. The findings of this study indicate that the higher consumers' perceived value of Brew Me in the online context, the higher their trust in Brew Me products in the online context. These findings support previous studies by (Dhaniswari & Sukaatmadja (2021); Mulyati & Rahmat Jaya (2025); Nugroho et al. (2025); and Sembiring & Nisa (2024), which showed that perceived value has a positive and significant effect on trust.

Based on the test results presented in Table 7, the path coefficient of trust on purchase intention was 0.643, with a t-statistic of 5.989 (> 1.96) and a p-value of 0.000 (< 0.05). These results indicate that trust has a positive and significant effect on purchase intention, meaning that H3 is accepted. The findings of this study indicate that the higher consumers' trust in Brew Me in the online context, the higher their online purchase intention toward Brew Me. These findings support previous studies conducted by Dinda Anisa (2025); Febrianta & Basiya (2023); Lael & Putra (2023); Sembiring & Nisa (2024); and Wu & Huang (2023), which showed that trust has a positive and significant effect on purchase intention.

Based on the test results presented in Table 7, the path coefficient of perceived value on purchase intention was 0.260, with a t-statistic of 2.441 (> 1.96) and a p-value of 0.015 (< 0.05). These results indicate that perceived value has a positive and significant effect on purchase intention, meaning that H1 is accepted. The findings of this study indicate that the higher consumers' perceived value of Brew Me in the online context, the higher their online purchase intention toward Brew Me. These findings support previous studies conducted by (Anggreiawan & Fadli (2022); Balaji et al. (2025); Luo et al. (2022); and Naufal et al. (2025), which stated that perceived value has a positive and significant effect on purchase intention.

Indirect effect testing was conducted to examine the mediating role of trust in the relationship between perceived value and purchase intention. The results of the indirect effect test are presented in Table 8.

Table 8. Indirect Effect Test Results

Effect Type	Construct	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P values
Specific Indirect Effect	Perceived Value (X) -> Trust (M) -> Purchase Intention (Y)	0,550	0,566	0,092	5,979	0,000

Source: Processed primary data, 2026

Based on the results of the indirect effect test presented in Table 8, the tabulated results show a t-statistic = 5.979 > 1.96, with a p-value of 0.000 (< 0.05) and a positive coefficient of 0.550, indicating that trust significantly mediates the relationship between perceived value and purchase intention. Thus, the fourth hypothesis (H4) is accepted. Furthermore, considering that the direct effect of perceived value on purchase intention also remains significant, the type of mediation is partial mediation. This means that the higher the perceived value, the higher consumers' trust in the products offered, which in turn increases consumers' online purchase intention. These findings support previous studies conducted by (Afianto & Waskito, 2025; Nugroho et al., 2025; Rosada & Setiawan, 2025; and Zhang et al., 2024), which stated that trust is able to mediate the effect of perceived value on purchase intention.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the data analysis and the discussion regarding the effect of each variable, it can be concluded that perceived value has a positive and significant effect on purchase intention, meaning that the higher consumers' perceived value of Brew Me products in the online context, the higher their purchase intention. Perceived value has a positive and significant effect on trust, meaning that the higher consumers' perceived value of Brew Me products in the online context, the higher their trust in these products. Trust has a positive and significant effect on purchase intention, meaning that the higher consumers' trust in Brew Me in the online context, the higher their purchase intention. Trust significantly and partially mediates the relationship between perceived value and purchase intention, meaning that a higher perceived value leads to greater consumer trust in the products offered, which ultimately increases consumers' online purchase intention.

The results for the purchase intention variable indicate that there is still variation in consumers' preference for Brew Me compared with other tea brands. Therefore, Brew Me is advised to enhance product differentiation and strengthen its positioning as a premium Balinese organic tea through digital content that highlights its uniqueness and advantages over competitors. The results for the perceived value variable show that the taste suitability indicator obtained the lowest score. Therefore, Brew Me is advised to provide more detailed information regarding flavor variants and the taste profile of each product on its digital platforms, so that consumers' expectations regarding taste can be better

fulfilled. The results for the trust variable show that the information honesty indicator obtained the lowest score. Therefore, Brew Me is advised to improve the transparency of product information, such as by displaying organic certifications, the origin of raw materials, and authentic consumer reviews, in order to strengthen consumers' perceptions of information honesty.

Future researchers should consider examining other variables, factors, and indicators beyond perceived value and trust in explaining purchase intention, such as brand image, online service quality, perceived risk, and electronic word of mouth. In addition, future studies are also recommended to expand the geographical scope of the research beyond Denpasar City so that the findings can be more representative and more broadly generalizable.

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