

THE EFFECT OF PERCEIVED VALUE AND ONLINE CUSTOMER REVIEWS ON REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE

(A Study of Sand Beach Bar Restaurant Bali)

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Abstract

Repurchase intention refers to consumers' willingness and intention to repurchase a product or service. This study aims to examine and explain the effects of perceived value and online customer reviews on repurchase intention, with customer satisfaction as a mediating variable at Sand Beach Bar Restaurant Bali. This study employed a non-probability sampling technique with a sample of 170 respondents. Data were collected through questionnaires measured using a Likert scale and subsequently analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results indicate that perceived value has a positive and significant effect on repurchase intention at Sand Beach Bar Restaurant Bali; online customer reviews have a positive and significant effect on repurchase intention; customer satisfaction has a positive and significant effect on repurchase intention; perceived value has a positive and significant effect on customer satisfaction; and online customer reviews have a positive and significant effect on customer satisfaction. Furthermore, perceived value has a positive and significant effect on repurchase intention through customer satisfaction as a mediating variable, while online customer reviews also have a positive and significant effect on repurchase intention through customer satisfaction as a mediating variable at Sand Beach Bar Restaurant Bali.

Keywords: Perceived Value, Online Customer Reviews, Customer Satisfaction, Repurchase Intention

INTRODUCTION

The food and beverage (F&B) industry in Bali, particularly in the Sanur area, has experienced rapid growth, leading to increasingly intense competition among restaurants. Consequently, business operators need to establish competitive advantages through product quality, service quality, pricing, customer experience, and the utilization of digital technology. Sand Beach Bar Restaurant Bali, a beach bar-concept restaurant located in the Sanur Beach area, benefits from its strategic location, beachfront atmosphere, and variety of local and international menu offerings. Nevertheless, the restaurant is required to maintain customer loyalty by increasing repurchase intention. Repurchase intention reflects customers' willingness to make

repeat purchases based on their previous experiences and can be influenced by product quality, service quality, price appropriateness, and customer satisfaction (Triwibowo & Mangifera, 2024; Suprianto et al., 2023). However, the sales of Sand Beach Bar Restaurant Bali throughout 2025 did not achieve the predetermined targets. Therefore, an evaluation of the factors influencing repurchase intention is necessary as a basis for formulating strategies to improve sales performance and the restaurant's competitiveness (Wijaya et al., 2025; Mahatama et al., 2025).

Table 1. Sales of Sand Beach Bar Restaurant Bali in 2025

No.	Month	Sales (IDR)	Target (IDR)	Achievement (%)
1	January	561.815.000	600.000.000	93,64
2	February	579.718.000	600.000.000	96,62
3	March	588.154.000	600.000.000	98,03
4	April	556.871.000	600.000.000	92,81
5	May	529.816.000	600.000.000	88,30
6	June	538.876.000	600.000.000	89,81
7	July	583.679.000	600.000.000	97,28
8	August	539.975.000	600.000.000	90,00
9	September	548.871.000	600.000.000	91,48
10	October	558.168.000	600.000.000	93,03
11	November	578.715.000	600.000.000	96,45
12	December	568.912.918	600.000.000	94,82
Avarage		561.130.910	600.000.000	93,52

Source : Sand Beach Bar Restaurant Bali (2025)

Based on Table 1, the sales of Sand Beach Bar Restaurant Bali throughout 2025 fluctuated and did not reach the predetermined target, with an average achievement rate of 93.52%. The lowest achievement was recorded in May at 88.30%, while the highest was recorded in March at 98.03%. This condition indicates the need to increase repurchase intention as an effort to retain customers, encourage repeat visits, and support sales stability and business sustainability. One factor that influences repurchase intention is perceived value, which refers to customers' assessment of the benefits received relative to the sacrifices made. The higher the perceived value, the greater the likelihood that customers will make repeat purchases (Zeithaml, 1988; Sarjana et al., 2022). Therefore, a preliminary survey was conducted involving 30 customers of Sand Beach Bar Restaurant Bali to obtain an initial overview of customer perceived value, as presented in Table 2.

Table 2. Preliminary Survey Results on Perceived Value

No.	Statement	Total (Respondents)	Total
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		Yes	No	
1	I feel that my experience when visiting and dining at this restaurant provides a pleasant or deeply memorable emotional impression.	10	20	30
2	I feel that visiting this restaurant enhances my self-image or provides a sense of social pride compared with other places.	12	18	30
3	I feel that the quality of the food, beverages, and services provided is consistent, thereby delivering optimal benefits.	15	15	30
4	I feel that the price I pay is fully commensurate with the quality and experience I receive.	8	22	30

Sourcer : Sand Beach Bar Restaurant Bali (2025)

Based on the preliminary survey involving 30 customers, issues related to perceived value were identified, as customers indicated that the experience they received had not fully met their expectations. Some customers felt that the atmosphere offered by the restaurant was not sufficiently memorable or distinctive compared with other beach bars in the Sanur area. Consequently, the experience tended to be perceived as ordinary and lacked a strong emotional impression. In addition, customers perceived that the prices charged were not fully commensurate with the quality of the products and experiences received. Some customers felt that the value they obtained was still insufficient relative to the costs incurred. This condition indicates a gap between customer expectations and perceptions, which may potentially influence repurchase intention.

Previous research conducted by Yasifa and Idris (2024) demonstrated that perceived value has a positive and significant effect on repurchase intention. This finding indicates that the better the perceived value experienced by customers, the greater their likelihood of making repeat purchases. This finding is supported by Ramadhani (2025) and Agustin (2025), who also found that perceived value has a positive effect on repurchase intention. However, a different finding was reported by Wibisono and Keni (2023), who stated that perceived value does not affect repurchase intention.

Another factor influencing repurchase intention is online customer reviews. According to Banjarnahor et al. (2021:181), online customer reviews constitute information that customers perceive as credible and trustworthy in assisting them in making product choices. Positive, clear, and convincing online customer reviews can provide a strong stimulus in shaping customers' evaluations of a product or service. This stimulus subsequently encourages the formation of a behavioral response in the form of repurchase intention. When customers obtain favorable information from online

reviews and develop confidence in product quality, they tend to have a stronger intention to make repeat purchases in the future (Lutfiana & Muniroh, 2025).

Issues related to online customer reviews were also identified at Sand Beach Bar Restaurant Bali, as reflected in negative customer reviews concerning several aspects, including service quality, serving speed, and the quality of the products received. Some customers complained about service that was perceived as insufficiently responsive and unfriendly. Other complaints concerned relatively long waiting times and food that did not meet expectations, such as dishes being served insufficiently warm or perceived as not fresh. Other reviews also revealed negative perceptions regarding prices that were considered disproportionate to the quality of the food and beverages provided. The presence of negative online reviews is therefore an important issue that should receive attention from the restaurant's management. (Reviews on digital platforms are presented in Appendix 1, page 98.)

Research conducted by Damayanti and Irmawati (2023) demonstrated that online customer reviews have a positive effect on repurchase intention. This indicates that the better the information customers obtain through online customer reviews, the greater their likelihood of developing repurchase intention. This finding is supported by Lutfiana and Muniroh (2025), who stated that online customer reviews have a positive effect on repurchase intention. Nevertheless, Aridewi et al. (2026) found that the relationship between online customer reviews and repurchase intention does not always occur directly but may involve a mediating variable. This finding indicates that information obtained through online customer reviews may influence customers' evaluation processes before generating a behavioral response in the form of repurchase intention. In this study, this evaluation process is explained through customer satisfaction as a mediating variable because satisfaction represents the outcome of customers' evaluations after comparing expectations formed before consumption with the actual experience perceived after consumption.

Based on previous research findings, inconsistencies have been identified regarding the effects of perceived value and online customer reviews on repurchase intention. Several studies have demonstrated that these two factors significantly influence customers' repurchase intention, whereas other studies have found that their effects are either insignificant or indirect. These inconsistent findings indicate that the relationships among perceived value, online customer reviews, and repurchase intention require further examination by considering other variables that may potentially explain these relationships.

One variable that is expected to play a role in explaining these relationships is customer satisfaction. Customer satisfaction is defined as an emotional or evaluative response that arises after customers compare their pre-consumption expectations with the actual performance perceived after consumption (Oliver, 1980). Customers who perceive high value from a product or service and are supported by positive reviews

from other customers tend to experience higher levels of satisfaction. This satisfaction subsequently serves as a basis for developing the intention to make repeat purchases in the future (Triwibowo & Mangifera, 2024).

Wirjana and Erdiansyah (2020) found that customer satisfaction is able to mediate the effect of perceived value on repurchase intention. This indicates that customer satisfaction strengthens the effect of perceived value on repurchase intention. Furthermore, Ar-Ridho and Astuti (2025) demonstrated that customer satisfaction is able to mediate the effect of online customer reviews on repurchase intention. Thus, customer satisfaction may strengthen the effect of online customer reviews on repurchase intention.

Based on the foregoing discussion, the novelty of this study lies in empirically examining the effects of perceived value and online customer reviews on repurchase intention, with customer satisfaction as a mediating variable, within the context of a beach bar restaurant in Bali. This study is expected to provide an empirical contribution to enriching the literature on customer behavior in the F&B industry while also providing managerial insights for restaurant management in formulating strategies to enhance customer satisfaction and encourage repurchase intention.

RESEARCH METHOD

This study employed a quantitative approach with a causal research design and a cross-sectional design to analyze the effects of perceived value and online customer reviews on repurchase intention, both directly and indirectly through customer satisfaction as a mediating variable. The study was conducted at Sand Beach Bar Restaurant Bali, with research subjects consisting of customers who had previously made purchases and experienced the restaurant's services. The research variables comprised perceived value and online customer reviews as independent variables, customer satisfaction as the mediating variable, and repurchase intention as the dependent variable. Perceived value was measured through emotional value, social value, quality/performance value, and price/value for money; online customer reviews were measured through perceived usefulness, source credibility, argument quality, valence, and volume of reviews; customer satisfaction was measured through the fulfillment of expectations and satisfaction with products, services, and the overall experience; while repurchase intention was measured through transactional, referential, preferential, and exploratory intentions (Sugiyono, 2020; Hair et al., 2022; Sweeney & Soutar, 2001; Dzulqarnain, 2021; Budiono, 2021; Ferdinand, 2002).

The study population consisted of all customers who had previously purchased and experienced the products and services offered by Sand Beach Bar Restaurant Bali, although the exact population size was unknown. The sample was determined using non-probability sampling with a purposive sampling technique based on the following criteria: customers who had visited and made at least one purchase within the previous

six months, had completed at least senior high school or an equivalent level of education, and had previously seen or read online customer reviews of the restaurant. Based on the SEM-PLS rule of thumb of 5–10 times the number of indicators, the 17 indicators required a sample of 85–170 respondents. Accordingly, this study involved 170 respondents. The research data consisted of primary data obtained through questionnaires and secondary data derived from books, scientific journals, previous studies, and documents related to the restaurant. Data were collected through both offline and online surveys using questionnaires measured on a five-point Likert scale. The validity test results indicated that all indicators had correlation coefficients greater than 0.30 and were therefore considered valid, while the reliability test results showed that all variables had Cronbach's Alpha values greater than 0.60 and were therefore considered reliable (Sugiyono, 2022; Hair et al., 2022; Ghozali, 2022).

Data analysis was conducted using descriptive and inferential statistics. Inferential analysis employed Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4, as this method is capable of simultaneously analyzing relationships among latent variables, does not require normally distributed data, and is appropriate for predictive research. Model evaluation consisted of the outer model and inner model. The outer model was evaluated using convergent validity, discriminant validity, and construct reliability, whereas the inner model was evaluated using R-square and Q-square predictive relevance values. Hypothesis testing was performed using the bootstrapping method with a t-test and a significance criterion of $p\text{-value} \leq 0.05$. Furthermore, mediation effects were examined through the direct and indirect effects among variables to determine whether customer satisfaction served as a full mediator (fully mediated), a partial mediator (partially mediated), or did not serve as a mediator (Sugiyono, 2022; Hair et al., 2022; Ghozali, 2022; Sholihin & Ratmono, 2022).

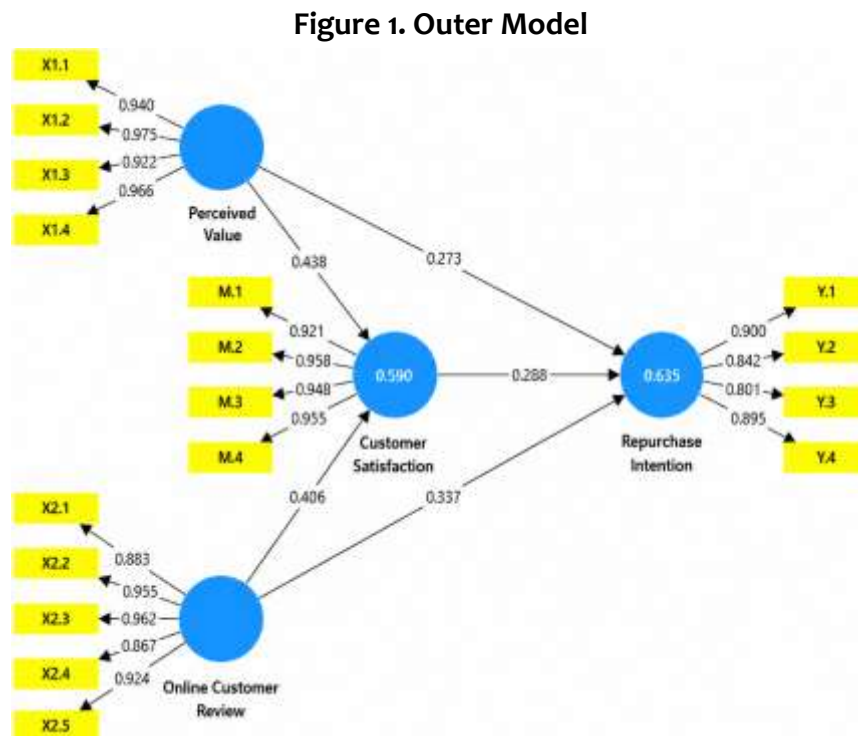
RESULT AND DISCUSSION

Description of Research Variables

Overall, all research variables at Sand Beach Bar Restaurant Bali were categorized as good, with perceived value obtaining an average score of 3.62, online customer reviews 3.58, customer satisfaction 3.50, and repurchase intention 3.73. For perceived value, the highest score was found in the appropriateness of food and service quality relative to the value received (3.89), while comfort and enjoyment during the service experience obtained the lowest score (3.39). For online customer reviews, the ability of reviews to assist customers in making visit decisions obtained the highest score (3.72), whereas the positive tone of reviews received the lowest score (3.39). Meanwhile, for customer satisfaction, atmosphere, facilities, and comfort obtained the highest score (3.62), while satisfaction with service received the lowest score (3.34). Furthermore, repurchase intention recorded the highest score for the intention to make repeat purchases (4.05) and the lowest score for the preference to choose Sand Beach

Bar Restaurant Bali over similar establishments (3.38). These findings indicate that although respondents' overall assessments were categorized as good, several aspects still require improvement to strengthen customer satisfaction and repurchase intention.

Measurement Model Evaluation Results (Outer Model)



Source: SmartPLS 4.1.1.7 (processed primary data, 2026)

1) Convergent Validity

Table 3. Outer Loading Test Results

Variable	Indicator	Outer Loading	Description
Perceived Value (X1)	X1.1	0,940	Valid
	X1.2	0,975	Valid
	X1.3	0,922	Valid
	X1.4	0,966	Valid
Online customer review (X2)	X2.1	0,883	Valid
	X2.2	0,955	Valid
	X2.3	0,962	Valid

Variable	Indicator	Outer Loading	Description
Customer Satisfaction (M)	X2.4	0,867	Valid
	X2.5	0,924	Valid
	M.1	0,921	Valid
	M.2	0,958	Valid
	M.3	0,948	Valid
	M.4	0,955	Valid
	Y.1	0,900	Valid
	Y.2	0,842	Valid
Repurchase Intention (Y)	Y.3	0,801	Valid
	Y.4	0,895	Valid

Source: Processed primary data, 2026.

Based on the test results presented in Table 3, all outer loading values of the indicators used in this study were greater than 0.70. Therefore, all indicators met the outer loading criterion for convergent validity.

Table 4. Average Variance Extracted (AVE) Test Results

Research Variable	AVE	Description
Perceived Value (X1)	0,904	Valid
Online customer review (X2)	0,844	Valid
Customer Satisfaction (M)	0,894	Valid
Repurchase Intention (Y)	0,741	Valid

Source: Processed primary data.

In addition to outer loading, convergent validity was also assessed using the Average Variance Extracted (AVE) value. Based on the results presented in Table 4, all constructs had AVE values greater than 0.50, indicating that each construct met the AVE criterion for convergent validity. Therefore, the indicators and constructs used in this study were considered valid and fulfilled the requirements of convergent validity.

2) Discriminant Validity

Table 5. Cross-Loading Test Results

No	Indicator	Perceived Value (X1)	Online customer review (X2)	Repurchase intention (Y)	Customer Satisfaction (M)
1	X1.1	0,940	0,586	0,644	0,677

No	Indicator	Perceived Value (X1)	Online customer review (X2)	Repurchase intention (Y)	Customer Satisfaction (M)
2	X1.2	0,975	0,619	0,641	0,647
3	X1.3	0,922	0,649	0,697	0,702
4	X1.4	0,966	0,628	0,658	0,647
5	X2.1	0,619	0,883	0,689	0,630
6	X2.2	0,627	0,955	0,658	0,655
7	X2.3	0,612	0,962	0,679	0,660
8	X2.4	0,568	0,867	0,654	0,599
9	X2.5	0,570	0,924	0,598	0,636
10	Y.1	0,568	0,647	0,900	0,580
11	Y.2	0,661	0,652	0,842	0,624
12	Y.3	0,601	0,530	0,801	0,681
13	Y.4	0,554	0,623	0,895	0,562
14	M.1	0,661	0,656	0,651	0,921
15	M.2	0,664	0,650	0,647	0,958
16	M.3	0,675	0,670	0,746	0,948
17	M.4	0,661	0,642	0,645	0,955

Source: Processed primary data.

Based on Table 5, the outer loading value of each indicator on its respective construct was greater than its cross-loading values on the other constructs. This indicates that the cross-loading criterion was fulfilled. In other words, the correlation of each indicator with its own construct was higher than its correlation with other constructs.

Table 6. Fornell–Larcker Criterion Test Results

Research Variable	Perceived Value (X1)	Online customer review (X2)	Repurchase intention (Y)	Customer Satisfaction (M)
Perceived Value (X1)	0,951			
Online customer review (X2)	0,653	0,919		
Repurchase intention (Y)	0,695	0,714	0,861	
Customer Satisfaction (M)	0,704	0,693	0,713	0,945

Source: Processed primary data.

Based on the Fornell–Larcker Criterion results presented in Table 6, the square root of the AVE for each construct was greater than the correlations between that

construct and the other constructs. This indicates that each variable had a stronger relationship with its own indicators than with other variables. Therefore, based on the cross-loading and Fornell–Larcker Criterion results, this study demonstrated good discriminant validity.

3) Internal Consistency Reliability

Table 7. Internal Consistency Reliability Test Results

Research Variable	rho_A	Composite Reliability	Cronbach's Alpha	Average Variance Extracted (AVE)
Perceived Value (X1)	0,965	0,974	0,965	0,904
Online customer review (X2)	0,954	0,964	0,953	0,844
Repurchase intention (Y)	0,883	0,919	0,882	0,741
Customer Satisfaction (M)	0,961	0,971	0,960	0,894

Source: Processed primary data.

Based on the test results presented in Table 7, the Cronbach's Alpha and composite reliability values for all variables were greater than 0.70. A Cronbach's Alpha value above 0.70 indicates that the indicators within each variable or construct consistently support the measurement of the same concept. In addition, composite reliability values above 0.70 indicate that the constructs possess adequate reliability. In other words, the constructs can be considered reliable because their combined indicators consistently represent the respective latent variables.

Structural Model Evaluation (Inner Model)

(a) R-Square Value

Table 8. R-Square Test Results

Endogenous Variable	R-Square	Adjusted R-Square
Customer Satisfaction (M)	0,590	0,585
Repurchase Intention (Y)	0,635	0,629

Source: Processed primary data

Based on Table 8, the R-Square value for Customer Satisfaction was 0.590. This value indicates that 59.0% of the variation in Customer Satisfaction is explained by Perceived Value and Online Customer Review, while the remaining 41.0% is explained by other variables outside the research model. Furthermore, Repurchase Intention had an

R-Square value of 0.635. This indicates that 63.5% of the variation in Repurchase Intention is explained by Perceived Value, Online Customer Review, and Customer Satisfaction, while the remaining 36.5% is explained by other factors outside the research model.

(b) Q-Square Value

The Q-Square (Q^2) value is used to assess the model's predictive capability for endogenous variables, where a Q^2 value greater than 0 indicates that the model has good predictive relevance (Hair et al., 2022). Based on the calculation $Q^2 = 1 - (1 - 0.590)(1 - 0.635)$, a value of 0.850 was obtained. This result indicates that the model has good predictive capability, with 85.0% of the variation in customer satisfaction and repurchase intention explained by the research model, while the remaining 15.0% is influenced by other factors outside the model.

Hypothesis Testing

Two criteria must be satisfied in hypothesis testing, namely a p-value lower than the alpha level of 5% or < 0.05 and a t-statistic value greater than 1.96 (Hair et al., 2017:168). The significance testing results for each relationship among the variables in this study are presented as follows:

Direct Effect Testing

Table 9. Direct Effect Results

Direct Effect	Path Coefficient	STDEV	T-statistic	P-value	Description
Perceived Value → Customer Satisfaction	0,438	0,064	6,853	0,000	Significant
Perceived Value → Repurchase Intention	0,273	0,061	4,474	0,000	Significant
Online Customer Review → Customer Satisfaction	0,406	0,069	5,912	0,000	Significant
Online Customer Review → Repurchase Intention	0,337	0,058	5,806	0,000	Significant
Customer Satisfaction → Repurchase Intention	0,288	0,069	4,166	0,000	Significant

Source: Processed primary data.

Based on Table 9, all direct effects among the variables were positive and significant, with p-values of $0.000 < 0.05$. Perceived Value had a positive effect on Repurchase Intention with a path coefficient of 0.273, Online Customer Review had a positive effect on Repurchase Intention with a coefficient of 0.337, and Customer

Satisfaction had a positive effect on Repurchase Intention with a coefficient of 0.288. In addition, Perceived Value had a positive effect on Customer Satisfaction with a coefficient of 0.438, while Online Customer Review had a positive effect on Customer Satisfaction with a coefficient of 0.406. Therefore, all direct-effect hypotheses, namely H1, H2, H3, H4, and H5, were accepted.

Indirect Effect Testing

Table 10. Indirect Effect Results

Indirect Effect	Path Coefficient	STDEV	T-statistic	P-value	Keterangan
Perceived Value → Customer Satisfaction → Repurchase Intention	0,126	0,035	3,619	0,000	Significant
Online Customer Review → Customer Satisfaction → Repurchase Intention	0,117	0,035	3,342	0,001	Significant

Source: Processed primary data.

Based on Table 10, the mediation effects can be explained as follows :

1. The Role of Customer Satisfaction in Mediating the Effect of Perceived Value on Repurchase Intention

The indirect effect analysis showed a path coefficient of 0.126 and a p-value of 0.000. This value was lower than the alpha level of 0.05 ($p\text{-value} < \alpha$), indicating that customer satisfaction is able to mediate the effect of perceived value on repurchase intention. These results support Hypothesis 6 (H6), which states that customer satisfaction mediates the effect of perceived value on repurchase intention. Therefore, H6 was accepted.

2. The Role of Customer Satisfaction in Mediating the Effect of Online Customer Review on Repurchase Intention

The indirect effect analysis showed a path coefficient of 0.117 and a p-value of 0.001. This value was lower than the alpha level of 0.05 ($p\text{-value} < \alpha$), indicating that customer satisfaction is able to mediate the effect of online customer review on repurchase intention. These results support Hypothesis 7 (H7), which states that customer satisfaction mediates the effect of online customer review on repurchase intention. Therefore, H7 was accepted.

Discussion

The results of this study indicate that perceived value, online customer review, and customer satisfaction have positive and significant effects on the repurchase intention of customers at Sand Beach Bar & Restaurant Bali. A higher level of perceived value indicates that customers perceive the benefits received as commensurate with or exceeding the sacrifices made, thereby increasing their tendency to make repeat purchases (Zeithaml, 1988). Meanwhile, positive, informative, and credible online customer reviews can strengthen customers' confidence in the restaurant's quality and encourage repurchase intention (Fransiscus et al., 2022). Customer satisfaction also plays an important role because experiences that meet or exceed expectations generate a positive response in the form of a desire to reuse the same products or services (Oliver, 2018).

These findings are consistent with the Stimulus–Organism–Response Theory, which explains that stimuli received by customers influence their internal states and subsequently generate behavioral responses in the form of repurchase intention. The results also demonstrate that perceived value and online customer review have positive and significant effects on customer satisfaction. When customers perceive that the benefits of products and services are commensurate with the costs incurred, their evaluation of the consumption experience becomes more positive, thereby increasing satisfaction. Similarly, positive and convincing online reviews can shape customer expectations before visiting; when the actual experience is consistent with the information presented in the reviews, customers tend to experience greater satisfaction. From the perspective of the Stimulus–Organism–Response Theory, perceived value and online customer review serve as stimuli that influence customers' internal evaluation processes, resulting in satisfaction as a psychological state following the consumption experience. These findings are consistent with previous studies demonstrating positive relationships between perceived value and online customer review and customer satisfaction.

In addition to their direct effects, customer satisfaction was found to mediate the effects of perceived value and online customer review on repurchase intention. High perceived value leads customers to perceive that the benefits received are commensurate with the sacrifices made, while positive online reviews shape expectations that, when consistent with the actual experience, increase customer satisfaction. This condition subsequently strengthens customers' intention to make repeat purchases. Thus, customer satisfaction serves as an important mechanism linking customers' evaluations of value and information obtained from online reviews with repeat purchase behavior. These findings further support the application of the Stimulus–Organism–Response Theory, in which perceived value and online customer review act as the stimuli, customer satisfaction represents the organism, and repurchase intention constitutes the response. The findings also highlight the

importance of creating value and delivering experiences that meet customer expectations to encourage repeat visits and purchases.

CONCLUSION

Based on the results of this study, the following conclusions can be drawn:

- 1) Perceived value has a positive and significant effect on repurchase intention among customers of Sand Beach Bar & Restaurant Bali. This indicates that higher perceived value leads to increased repurchase intention among customers of Sand Beach Bar & Restaurant Bali.
- 2) Online customer review has a positive and significant effect on repurchase intention among customers of Sand Beach Bar & Restaurant Bali. This indicates that more favorable online customer reviews lead to increased repurchase intention among customers of Sand Beach Bar & Restaurant Bali.
- 3) Customer satisfaction has a positive and significant effect on repurchase intention among customers of Sand Beach Bar & Restaurant Bali. This indicates that higher customer satisfaction leads to increased repurchase intention among customers of Sand Beach Bar & Restaurant Bali.
- 4) Perceived value has a positive and significant effect on customer satisfaction among customers of Sand Beach Bar & Restaurant Bali. This indicates that higher perceived value leads to increased customer satisfaction among customers of Sand Beach Bar & Restaurant Bali.
- 5) Online customer review has a positive and significant effect on customer satisfaction among customers of Sand Beach Bar & Restaurant Bali. This indicates that more favorable online customer reviews lead to increased customer satisfaction among customers of Sand Beach Bar & Restaurant Bali.
- 6) Customer satisfaction mediates the effect of perceived value on repurchase intention among customers of Sand Beach Bar & Restaurant Bali. This indicates that customer satisfaction strengthens the effect of perceived value on repurchase intention among customers of Sand Beach Bar & Restaurant Bali.
- 7) Customer satisfaction mediates the effect of perceived value on repurchase intention among customers of Sand Beach Bar & Restaurant Bali. This indicates that customer satisfaction strengthens the effect of perceived value on repurchase intention among customers of Sand Beach Bar & Restaurant Bali.

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