UNVEILING CONSUMER BEHAVIOR: THE INFLUENCE OF PRICE, VALUE, AND APPEARANCE ON REPURCHASE INTENTIONS WITH A HALAL PERSPECTIVE AS MODERATING VARIABLE

Vidyaningrum Dwisetya Vardani
STIE YKPN Yogyakarta

Conny Tjandra Rahardja
STIE YKPN Yogyakarta

e-mail: conny@stieykpn.ac.id

ABSTRACT

This study aims to analyze the influence of Price Perception, Perceived Value, and Appearance Perception on Repurchase Intention, with Halal Perception as a moderating variable among consumers of Mixue Ice Cream & Tea in the Special Region of Yogyakarta. The sample consists of consumers who have purchased Mixue Ice Cream & Tea more than four times, are Muslim, and reside in the Special Region of Yogyakarta. Data collection was conducted using Google Forms to distribute the questionnaires. Data processing and hypothesis testing were performed using SmartPLS 4 software. The hypothesis test results indicate that Price Perception, Perceived Value, and Appearance Perception have a positive and significant effect on Repurchase Intention. The moderation test results show that Halal Perception does not moderate the effect of Price Perception on Repurchase Intention, nor does it moderate the effect of Perceived Value on Repurchase Intention. However, Halal Perception does moderate the effect of Appearance Perception on Repurchase Intention.

Keywords: Price Perception, Perceived Value, Appearance Perception, Halal Perception, Repurchase Intention

1. INTRODUCTION

The current drink industry has been at the peak with its numerous novelties. One of the most outstanding trends in modern markets is bubble tea, or generally called boba (Pahlevi 2022). Having been invented in the 1980s in the city of Taichung in Taiwan, this delicious drink combined different kinds of tea, flavored milk, and sweeteners that have overcome the hearts of many from Southeast Asia. It is variously known as bubble tea, boba tea, boba milk tea, or pearl milk tea. The global bubble tea market was valued at USD 2.4 billion in 2020 and is expected to grow at a CAGR of 7.5%, reaching

approximately USD 3.6 billion by 2027 (expertmarketresearch, 2022). Moreover, the food and beverage industry in Indonesia has grown positively, where GDP grew from 2.95% in Q2 2021 to 3.68% in Q2 2022. This growth in 2022 is reflected in data from the Badan Pusat Statistik. It can thus be inferred that the outlook for the beverage segment is very promising, and hence the business of bubble tea will continue successfully.

In 2021, the Southeast Asia bubble tea market reached USD 3.66 billion, with Indonesia having revenues of USD 1.6 billion. Other popular brands operating here are Chatime, Mixue, KOI Thé, Gong Cha, KOKUMI, Xing Fu Tang, XIBOBA, Street Boba, and HEYTEA, each building good consumer bases therein. A broad expansion of franchise-based business models, including Mixue, underlines the strong consumer interest in Indonesia and the wide acceptance of these brands. Since its entrance into the Indonesian market in 2020, Mixue China has been aggressively expanding footprint with more affordable and diversified menu options. This growth strategy has enabled the company to tap into local consumer preferences while effectively leveraging social media influence to gain traction.

Furthermore, consumer behavior, in terms of Repurchase intention, may be shaped by the price sensitivity of a consumer and the perceived value of a product. Price perception is crucial in the decision-making of consumers, as generally, they evaluate a product based on its price and the benefits received from the product (Smith & Carsky, 1996; Munnukka, 2006). This is in line with previous studies that present conflicting views on the relationship between the two variables: there are those studies that report a positive effect of price perception on the intention to repurchase, by Resti and Soesanto (2016), and there is also a study that found no significant correlation, by Safitri (2021). A second important factor affecting repurchase intention is perceived value, defined as benefit derived in relation to costs. Har Lee et al. (2011); Zhang et al. (2021). The good relationship has been ensured by various studies such as Anggreni (2016); however, other studies found contrasting results and therefore need further studies.

The other key driver of repurchase behavior is the appearance of the product, which includes brand design, logos, and aesthetic appeal linked with the product. Keller (1993 dan Yasri et al., (2020), have identified that perceived appearance of a product bears a positive relationship with repurchase intention. However, in a fundamentally Muslim market like Indonesia, religious factors like the Halal status of the products would assume equal importance. Halal perception refers to "the assurance of consumers about the religious compliance of the products" (Ishak et al., 2016). Halal certification gives assurance about a product being compliant with Islamic dietary laws and instills confidence in Muslim customers for its consumption. Notably, Mixue Ice Cream & Tea does not have Halal certification from MUI, a matter of concern for the consumer base.

This research tries to fill this gap by investigating the moderating role of Halal perception in relation to price perception, perceived value, appearance perception, and repurchase intention. Because there is limited research on Halal perception as a moderator, this paper can become one of the extensions of the existing literature. This study, therefore, seeks to provide new insights into the consumer behavior in the context of Mixue Ice Cream & Tea operating in Yogyakarta, Indonesia. Understanding such dynamics within the beverage industry is crucial for the managerial implications of brands like Mixue to help them build and enhance consumer loyalty and achieve better market optimization.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
2.1 Literature Review
2.1.1 Repurchase Intention

Repurchase intention measures the extent to which a consumer is inclined to decide on buying a product or service again. Lin and Lekhawipat (2014) define it as a "desire to make repeat purchases and recommend the product to friends and family." Similarly, Hsu et al. (2014) describe repurchase intention as a predisposition shaped by past experiences to repurchase from the same brand or company. According to Hellier et al. (2003), positive experiences in the same environment foster repurchase intentions. These definitions collectively suggest that repurchase intention reflects a person's tendency to buy a product or service again and recommend it based on the perceived benefits gained. Oliver (1999) divides repurchase intentions into four stages:

1. Cognitive Stage: Seeking information on the product's quality, price, and services.
2. Conative Stage: Developing positive, repeated attitudes toward a brand that can influence behavior.
3. Affective Stage: Showing a preference for a brand due to personal satisfaction.
4. Action Stage: Converting intention into purchase behavior.

2.1.2 Price Perception

Price perception reflects consumer reactions to spending, impacting their decision to purchase a product or service based on perceived benefits. Kotler and Armstrong (2008, cited in Tendur et al. 2021) define price as the overall value that customers pay to gain the benefits of a product or service. Consumers often associate high prices with quality, leading to dissatisfaction if expectations are unmet. Sabran (cited in Nabilah et al. 2020) describes price perception as encompassing:

1. Affordable Price: The company sets a price accessible to consumers.
2. Price in Line with Quality: Pricing aligns with product quality.
3. Price in Line with Benefits: Pricing reflects perceived product benefits.
4. Price Competitiveness: Comparing prices with similar products, which influences consumer purchase decisions.

2.1.3 Perceived Value

Ha & Jang (2010) define perceived value as consumers' overall assessment of a product's value, influencing future repurchases. Kotler and Keller (2016) describe it as a balance between rceived benefits and costs, while Zeithaml (1988) describes it as assessing what is received versus given. In summary, perceived value is the trade-off between benefits and costs, shaping consumers' likelihood to repurchase.

2.1.4 Appearance Perception

Appearance perception pertains to the appeal of a product's design. According to Reimann et al. (2010), Huang and Liu (2020), and Sheng and Teo (2012), it is influenced by product characteristics and design. Consumers often evaluate aesthetics, such as packaging, logos, and colors, when purchasing. Stewart (1996) notes that packaging protects the product's integrity, while unique designs attract consumer

attention. Kotler and Keller (2016) suggest that design enhances a product's sensory appeal and functionality.

2.1.5 Halal Perception

In Islamic law, halal refers to permissible items, while haram denotes prohibited items. A halal label signifies quality and compliance with Islamic standards (Ishak et al. 2016). Hidayat and Siradj (2015) emphasize the concept of "halalan thayyiban," meaning "lawful and good," as essential for societal development and practice. Ishak et al. (2016) further define halal perception in food as a consumer's view of product safety, validated by certification, which allows risk reduction related to non-halal items. In Indonesia, the Halal Product Assurance Agency under the Ministry of Religious Affairs regulates halal registration, certification, standards, and oversight according to Law No. 33 of 2014.

2.2 Hypothesis Development
2.2.1 The Influence of Price Perception on Repurchase Intention

Research by Adiputra and Sutopo (2016) shows customer satisfaction positively impacts restaurant image, price perception influences repurchase intention and restaurant image, and the image influences repurchase intention. Rohwiyati and Praptiestrini (2019) also found a positive effect of price perception on repurchase intention. Thus, we propose:

H1: Price Perception positively influences Repurchase Intention.

2.2.2 The Effect of Perceived Value on Repurchase Intention

Tan and Brahmana (2019) show that perceived value positively influences repurchase intention and customer satisfaction, while Huang et al. (2019) confirm brand image and perceived value positively impact repurchase intention. Based on this, we propose:

H2: Perceived Value positively influences Repurchase Intention.

2.2.3 The Impact of Appearance Perception on Repurchase Intention

Yasri et al. (2020) found that appearance perception positively affects brand preference and brand experience, influencing repurchase intention. Ebrahim et al. (2016) demonstrated that appearance perception positively impacts repurchase intention. Thus, we propose:

H3: Appearance Perception positively influences Repurchase Intention.

2.2.4 The Moderating Role of Halal Perception in the Effects of Price Perception, Perceived Value, and Appearance Perception on Repurchase Intention

In predominantly Muslim Indonesia, halal certification is highly significant. The Special Region of Yogyakarta, with a large Muslim population, demonstrates how halal perception may moderate purchasing behavior. Mixue Ice Cream & Tea, compliant with BPOM standards, could be positively influenced by halal perception as a moderator. This study addresses a gap by incorporating halal perception as a moderating variable, proposing:

H4: Halal perception moderates the effect of Price Perception on Repurchase Intention.
H5: Halal perception moderates the effect of Perceived Value on Repurchase Intention.
H6: Halal perception moderates the effect of Appearance Perception on Repurchase Intention.

By incorporating Halal Perception as a moderating variable, we seek to explore the nuanced ways in which cultural and religious factors influence consumer behavior in a predominantly Muslim community, research model as follow:
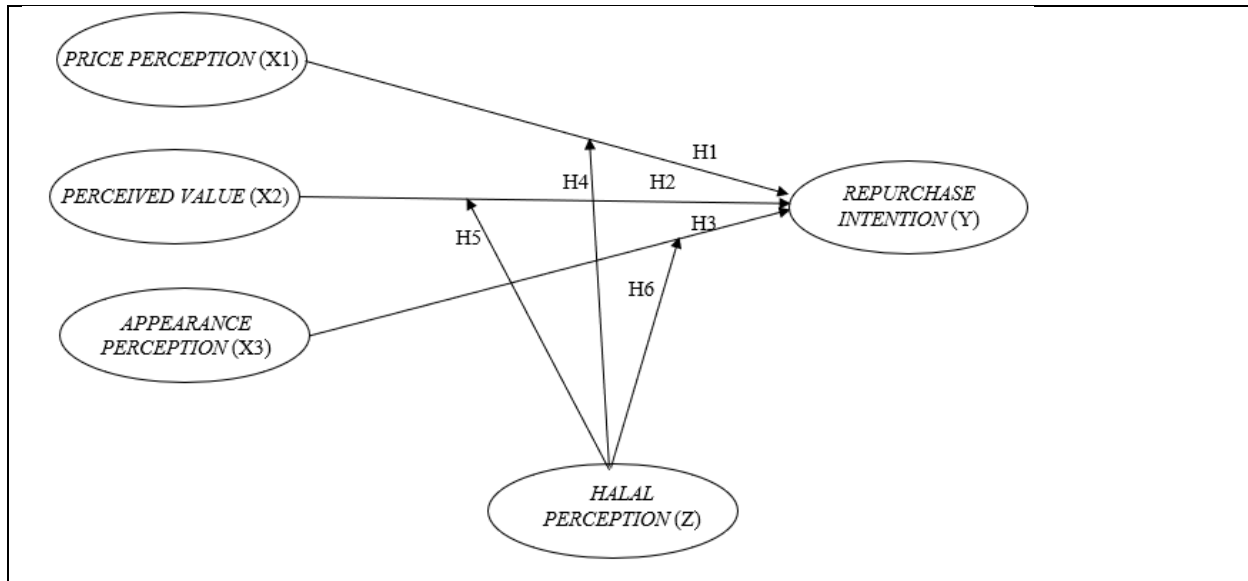

Figure 2.1 Research Model

3. RESEARCH DESIGN

The study uses a cross-sectional research design to examine the influence of Price Perception, Perceived Value, and Appearance Perception on Repurchase Intention, moderated by Halal Perception. The framework draws on previous research in consumer behavior and purchase intentions, particularly within the food and beverage sector (Kotler & Keller, 2016; Zeithaml, 1988). The results are in line with studies that explore the effect of perception and value on purchasing decisions (Monroe, 1990; Dodds et al., 1991).

3.1 Sampling and Data Collection

The study employed purposive sampling to target active consumers of Mixue Ice Cream & Tea in Yogyakarta. Respondents were required to be regular consumers aged 18 or older, residing in Yogyakarta, and to have purchased Mixue products within the last three months, with the criterion of practicing Islam. This approach aligns with past consumer research methodologies targeting specific demographic profiles for relevant insights (Sekaran & Bougie, 2016). Data was collected through an online Google Forms survey to achieve wide distribution efficiently, resulting in a sample of 200 respondents, meeting the SEM analysis minimum threshold (Hair et al., 2010).

This section also presents the demographic characteristics of respondents, including details on residence, religion, gender, age, education, occupation, and income, to ensure a diverse representation. Key demographic characteristics are summarized in the following table:

Table 1. Demographic Profile of Respondents

Identity	Sub-identity	Frequency	Percentage
Residence	1. Yogyakarta Special Region	200	100%
	2. Outside Yogyakarta Special Region	-	-
	Total	200	100%
Religion	1. Muslim	200	100%
	2. Non-Muslim	0	0
	Total	200	100%
Gender	1. Male	35	82.50%
	2. Female	165	17.50%
	Total	200	100%
Age	1. 17-24 years	193	96.50%
	2. 25-32 years	4	2%
	3. 33-40 years	3	1.50%
	4. 41-48 years	-	-
	5. > 49 years	-	-
	Total	200	100%
Education Level	1. Primary/Secondary School	-	-
	2. High School/Vocational School	149	74.50%
	3. Diploma/Bachelor's Degree	48	24%
	4. Master's Degree	3	1.50%
	5. Doctorate	-	-
	Total	200	100%
Occupation	1. Student	8	4%
	2. University Student	168	84%
	3. Office Worker	9	4.50%
	4. Freelance Worker	3	1.50%
	5. Entrepreneur	3	1.50%
	6. Housewife	-	-
	7. Others	9	4.50%
	Total	200	100%
Monthly Allowance/ Income	1. ≤ Rp500,000	55	27.50%
	2. Rp500,001 – Rp1,500,000	87	43.50%
	3. Rp1,500,001 – Rp3,500,000	48	24%
	4. Rp3,500,001 – Rp6,000,000	9	4.50%
	5. > Rp6,000,001	1	0.50%
	Total	200	100%

3.2 Measurement Instruments

The operational framework outlines selected variables, their relationships, and indicators for measurement (Hardani et al., 2020). Structured, validated survey items measured each construct, with responses recorded on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). 3-item scale adapted from research on perceived price fairness and affordability (Zeithaml, 1988; Lichtenstein et al., 1993). Sample items include, "Mixue Ice Cream & Tea products are affordable" and "The benefits of Mixue products are equal to or exceed their cost." Following Sweeney and Soutar's (2001) framework, perceived value was assessed 4-item scale based on product utility versus cost . Sample items include, "Mixue remains my top choice even if other drinks are similarly priced or cheaper," and "Mixue products are worth the time and money spent." Focusing on visual appeal and branding (Bloch et al., 2003), appearance perception 3-item scale included, with the sample items are "Mixue Ice Cream & Tea products are appetizing," and "The Mixue menu is visually appealing." Indicators of repurchase intention referenced studies on re-purchasing behaviors 4-item scale (Oliver, 1999; Hellier et al., 2003). Sample items included, "I plan to try various Mixue products in the future" and "I will continue trying new products from Mixue." Adapted from prior halal studies (Al-Harran & Low, 2008; Aziz & Chok, 2013), 6-item scale for halal perception measured consumer awareness, trust, and certification. Sample items include, "I feel safe when products have a halal logo" and "I check for halal certification when purchasing."

3.4 Data Analysis Techniques

Data was analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) through SmartPLS 4, chosen for its strength in handling complex models with moderate sample sizes (Chin, 1998). The SEM analysis process followed established guidelines (Hair et al., 2017)

Assuring the validity and reliability of the measurement instruments, the study employed Confirmatory Factor Analysis (CFA). The results show that all constructs meet the threshold for Cronbach's Alfa (CA > 0.7) and Average Variance Extracted (AVE > 0.5), administering that the indicators are both reliable and valid. The results of the validity test in Table 2, applying the Loading Factor, show that all indicators for the variables of price perception, perceived value, appearance perception, and repurchase intention have values greater than 0.7, meaning that all used instruments are valid. The indicators HPER1, HPER2, HPER3, and HPER4, which have values greater than 0.5, are also considered valid. Purwanto et al. (2020) stated that an indicator's convergent validity is declared valid if the AVE value for each construct variable is greater than 0.5 (Algifari & Rahardja, 2020).

The outcomes in Table 2 also denote that Cronbach's Alpha values for the variables of price perception, perceived value, appearance perception, halal perception, and repurchase intention all exceed 0.7, ensuring that the instruments for these variables are reliable. As stated by Asnita (2016), an AVE (Average Variance Extracted) value approaching 0.5 can be considered reliable. Most constructs have AVE values above 0.5, confirming adequate convergent validity, with the exception of Halal Perception, which has an AVE of 0.457. Despite this, it is close enough to the threshold to be deemed acceptable. The Cronbach's Alpha values for each construct are beyond 0.7, representing strong internal consistency and reliability of the study's measurement tools. It also indicates that the items within each construct are strongly correlated and produce stable results.

Table 2. Validity and Reliability Test Results

Instruments of each variable	Loading Factor	Cronbach's Alpha	AVE
Price Perception		0.765	0,738
PCEP1	0.835		
PCEP2	0.841		
PCEP3	0.794		
Perceived Value		0.778	0,599
PVAL1	0.748		
PVAL2	0.791		
PVAL3	0.763		
PVAL4	0.794		
Appearance Perception		0.823	0,738
APER1	0.856		
APER2	0.877		
APER3	0.845		
Halal Perception		0.776	0,457
HPER1	0.618		
HPER2	0.672		
HPER3	0.638		
HPER4	0.557		
HPER5	0.829		
HPPER6	0.709		
Repurchase Intention		0.877	0,730
RINT1	0.865		
RINT2	0.805		
RINT3	0.872		
RINT4	0.875		

The Model Fit results using the Standardized Root Mean Square Residual (SRMR) yielded a value of 0.084 is below the threshold of 0.1, indicating that the structural model is appropriate for testing the effect of independent variables on the dependent variable. Therefore, the structural model can be utilized for further analysis. Meanwhile, The Adjusted R Square value of 0.524 represents that the independent variables in the structural model moderately explain 52.4% of the variation in repurchase intention, while the remaining 47.6% is attributed to other factors not considered in this study.

4. RESULT AND DISCUSSION

This study examines the direct effects of price perception, perceived value, and apperance perception on repurchase intention, as well as their moderated effects via halal perception. Primary data were collected using a questionaire distributed via Google Form to Mixue Ice Cream & Tea consumers in the Special Region of Yogyakarta.

Table 3. Direct and Moderation Testing Results

Direct Effect	Coeficient	Moderation Effect	Coeficient
PCEP → RINT (H1)	0.212*	HPER→ PCEP → RINT (H4)	0.037
PVAL→ RINT (H2)	0.437*	HPER→ PVAL→ RINT (H5)	-0.037
APER → RINT (H3)	0.100*	HPER→APER → RINT (H6)	0.164*

Note. $N_{all} = 253$, * $p < 0.05$, no* < Insignificant.

Table 3. illustrates the testing results of the proposed hypotheses. H1, H2, and H3 respectively posits a positive association between price perception (PCEP), perceived value (PVAL), appearance perception (APER) and repurchase intention (RINT). Path coeficient was 0,212 confirming H1. H2 and H3 also suggest that perceived value (PVAL) and appearance perception (APER) relate repurchase intention (RINT) positively. The direct effect of PVAL was 0.437 and APER was 0.100, supporting H2 and H3. The path coefficients were assessed to determine the strength and significance of the relationships among variables. The coeficient of PVAL is the highest compared to the other independent variables, indicating PVAL has the strongest influence on RINT. The moderation test evaluates whether a moderating variable strengthens, weakens, or does not affect the relationship between independent variables and the dependent variable. Halal perception (HPER) did not moderate the relationship between price value (PCEP) and perceived value (PVAL) on repurchase intention (RINT), the coefficients were insignificant, and thus H4 and H5 were not supported. However, HPER moderated the relationship between appearance perception (APER) and repurchase intention (RINT), with a significant coefficient, thereby fully supporting H6.

4.2 Discussion

The hypothesis testing in this research provides valuable theoretical and practical insights regarding consumer behavior, especially concerning the main variables in this research, namely price perception (PCEP), perceived value (PVAL), appearance perception (APER), and repurchase intention (RINT). This study enriches theoretical understanding of repurchase intention by confirming the important role of price perception (PCEP) and perceived value (PVAL), in line with previous research (Zeithaml, 1988; Adiputra & Sutopo, 2016; Rohwiyati & Praptiestrini, 2019). Consumers are more likely to make repeat purchases when they judge prices as fair and reasonable. This supports Zeithaml's (1988) theory on the balance between benefits and costs. This research shows that fair pricing and a balance between benefits and costs are key factors in encouraging consumer loyalty.

Furthermore, appearance perception (APER) affects repurchase intentions (RINT), highlighting the magnitude of aesthetic appeal in boosting consumer satisfaction and encouraging loyalty through repurchase behavior (Ebrahim et al., 2016; Yasri et al., 2020). This study also emphasizes the moderating role of halal perception, indicating its significance in strengthening the relationship between appearance perception and repurchase intention in Muslim-majority markets. This understanding incorporates cultural and religious dimensions into consumer behavior theory, delivering a foundation for further exploration in similar contexts.

These findings also provide practical insights, they emphasize the importance of transparent and fair pricing, high-quality products, superior customer service, and attractive product design to attract and retain consumers. Referring to this study, the result found that halal perception does not moderate the relationship between price perception (PCEP) and perceived value (PVAL). Halal perception (HPER)

strengthens the relationship between appearance perception and repurchase intention. Researchers predict that the majority of respondents prioritize attractive offers and appearance to make repeat purchases, and this relationship is strengthened by the existence of halal perception.

5. CONCLUSION

This research confirms the importance of perceived price, perceived value, and perceived appearance in driving repurchase intentions. The moderating role of halal perceptions, particularly in Muslim-majority markets, was also highlighted. Businesses need to prioritize fair pricing, high perceived value, attractive product designs, and halal standards to increase consumer loyalty and repeat purchase rates. This research has limitations. This study focus on specific markets and product categories, so it could not generalize of the results to other industries. Futhermore, the cross-sectional data does not allow for analyzing changes over time among the variables studied. Future research is recommended to develop the scope to more diverse markets and product categories to enhance the generalizability of the findings. Exploration of other potential moderating variables, such as brand loyalty or cultural factors, may provide a more comprehensive understanding of the factors influencing repurchase intention.

REFERENCE

Adiputra, F., & Sutopo. (2016). Analisis Pengaruh Kepuasan dan Persepsi Harga Terhadap Citra Restoran dan Minat Beli Ulang Pelanggan Holycow Semarang. *5*, 11.

Algifari, & Rahardja, C. T. (2020). Pengolahan Data Penelitian Bisnis dengan Smartpls 3. Kurnia Kalam Semesta. Yogyakarta

Al-Harran, S., & Low, P. (2008). *Marketing of Halal Products: The Way Forward.* CERT Publications.

Aziz, Y. A., & Chok, N. V. (2013). The Role of Halal Awareness and Halal Certification in Influencing Non-Muslims' Purchase Intention. *Journal of International Food & Agribusiness Marketing*, 25(1), 1-23. doi:10.1080/08974438.2013.723997

Anggreni, P. (2016). Pengaruh Perceived Value Terhadap Kepuasan dan Minat Beli Ulang Pelanggan Pasar Umum Ubud. *Telaah Bisnis*, *16*(2). https://doi.org/10.35917/tb.v16i2.3

Asnita, Y. (2016). Pengembangan Instrumen Penilaian Praktikum Genetika Pada Siswa Sekolah Menengah Pertama (SMP). *Jurnal Evaluasi Pendidikan*, *7*(1), 61–67. https://doi.org/10.21009/jep.071.07

Badan Pusat Statistik. (2022). Badan Pusat Statistik. https://www.bps.go.id/

Bpjh. (2022). *Badan Penyelenggara Jaminan Produk Halal—Bpjph*. http://www.halal.go.id/

Bloch, P. H., Brunel, F. F., & Arnold, T. J. (2003). Individual Differences in The Centrality Of Visual Product Aesthetics: Concept And Measurement. *Journal of Consumer Research*, 29(4), 551-565. doi:10.1086/346250

Bubble Tea in Southeast Asia. (2022). *Bubble Tea in Southeast Asia*. Momentum Works. https://momentum.asia/product/bubble-tea-in-southeast-asia/

Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling*. In G. A. Marcoulides (Ed.), Modern Methods for Business Research (pp. 295-336). Lawrence Erlbaum Associates.

Diykemenag. (2022). *Website Kementerian Agama Ri Kanwil Diy*. https://diy.kemenag.go.id/

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307-319. doi:10.1177/002224379102800305

Ebrahim, R., Ghoneim, A., Irani, Z., & Fan, Y. (2016). A Brand Preference and Repurchase Intention Model: The Role of Consumer Experience. *Journal of Marketing Management*, *32*(13–14), 1230–1259. https://doi.org/10.1080/0267257x.2016.1150322

Eksangkul, N., & Nuangjamnong, C. (2022). The Factors Affecting Customer Satisfaction and Repurchase Intention: *A Case Study of Bubble Tea in Bangkok, Thailand*. 2(2), 13.

Expertmarketresearch. (2022). *Global Bubble Tea Market Report and Forecast 2023-2028*. https://www.expertmarketresearch.com/reports/bubble-tea-market

Food News. (2022). *Berita Harian Bubble-Tea Terbaru Hari Ini—Kompas.Com*. https://www.kompas.com/tag/bubble-tea

Ha, J., & (Shawn) Jang, S. (2010). Perceived Values, Satisfaction, and Behavioral Intentions: The Role of Familiarity in Korean Restaurants. *International Journal of Hospitality Management*, *29*(1), 2–13. https://doi.org/10.1016/j.ijhm.2009.03.009

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd ed.)*. SAGE Publications.

Har Lee, C., Cyril Eze, U., & Oly Ndubisi, N. (2011). Analyzing Key Determinants of Online Repurchase Intentions. *Asia Pacific Journal of Marketing and Logistics*, *23*(2), 200–221. https://doi.org/10.1108/13555851111120498

Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. Pustaka Ilmu.

Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer Repurchase Intention: A General Structural Equation Model. *European Journal of Marketing*, *37*(11/12), 1762–1800. https://doi.org/10.1108/03090560310495456

Hidayat, A. S., & Siradj, M. (2015). Sertifikasi Halal dan Sertifikasi Non Halal Pada Produk Pangan Industri. *Ahkam: Jurnal Ilmu Syariah*, *15*(2). https://doi.org/10.15408/ajis.v15i2.2864

Hsu, M.-H., Chang, C.-M., Chu, K.-K., & Lee, Y.-J. (2014). Determinants of Repurchase Intention in Online Group-Buying: The Perspectives of Delone & Mclean is Success Model and Trust. *Computers in Human Behavior*, *36*, 234–245. https://doi.org/10.1016/j.chb.2014.03.065

Huang, L.-C., Gao, M., & Hsu, P.-F. (2019). *A Study on The Effect of Brand Image on Perceived Value and Repurchase IntentioniIn Ecotourism Industry*. 5.

Huang, Y., & Liu, L. (2020). Enhancing Consumer Satisfaction and Loyalty Through Package Redesign: An Aesthetic Perspective. *Journal of Retailing and Consumer Services*, *55*, 102091. doi:10.1016/j.jretconser.2020.102091

Ishak, S., Awang, A. H., Hussain, M. Y., Ramli, Z., Md Sum, S., Saad, S., & Abd Manaf, A. (2016). A Study on The Mediating Role of Halal Perception: Determinants and Consequence Reflections. *Journal of Islamic Marketing*, *7*(3), 288–302. https://doi.org/10.1108/jima-02-2015-0010

Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, *57*(1), 1–22. https://doi.org/10.1177/002224299305700101

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15 [Edition]). Pearson.

Lin, C., & Lekhawipat, W. (2014). Factors Affecting Online Repurchase Intention. *Industrial Management & Data Systems*, *114*(4), 597–611. https://doi.org/10.1108/imds-10-2013-0432

Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study. *Journal of Marketing Research*, 30(2), 234-245. doi:10.2307/3172830

Mixuebingcheng. (2022). *Mxbc—Since 1997 Ice Cream & Tea Chain*. https://en.mxbc.com/

Monroe, K. B. (1990). *Pricing: Making Profitable Decisions* (2nd ed.). McGraw-Hill.

Munnukka, J. (2006). Pricing Method as A Tool for Improved Price Perception. *Journal of Revenue and Pricing Management*, *5*(3), 207–220. https://doi.org/10.1057/palgrave.rpm.5160021

Nabilah, S., Lubis, A., & Tarigan, E. D. S. (2020). Pengaruh Strategi Bauran Pemasaran Terhadap Kepuasan Konsumen Pada Aroma Bakery & Cake Medan. 1. http://jurnalmahasiswa.uma.ac.id/index.php/jimbi/article/view/381

Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, *63*, 33. https://doi.org/10.2307/1252099

Pahlevi, R. (2022). *Indonesia Pasar Minuman Boba Terbesar di Asia Tenggara | Databoks*. https://databoks.katadata.co.id/infografik/2022/09/08/Indonesia-Pasar-Minuman-Boba-Terbesar-di-Asia-Tenggara

Purwanto, A., Asbari, M., Prameswari, M., Ramdan, M., & Setiawan, S. (2020). Dampak Kepemimpinan, Budaya Organisasi Dan Perilaku Kerja Inovatif Terhadap Kinerja Pegawai Puskesmas. *Jurnal Ilmu Kesehatan Masyarakat*, *9*(01), 19–27. https://doi.org/10.33221/jikm.v9i01.473

Reimann, M., Zaichkowsky, J., Neuhaus, C., Bender, T., & Weber, B. (2010). Aesthetic Package Design: A Behavioral, Neural, and Psychological Investigation. *Journal of Consumer Psychology*, 20(4), 431-441. doi:10.1016/j.jcps.2010.06.009

Resti, D., & Soesanto, H. (2016). Pengaruh Persepsi Harga, Kualitas Pelayanan melalui Kepuasan Pelanggan Terhadap Minat Beli Ulang Pada Rumah Kecantikan Sifra di Pati.

Rohwiyati, R., & Praptiestrini, P. (2019). The Effect of Shopee E-Service Quality and Price Perception on Repurchase Intention: Customer Satisfaction as Mediation Variable. *Indonesian Journal of Contemporary Management Research*, *1*(1), 47. https://doi.org/10.33455/ijcmr.v1i1.86

Safitri, A. N. (2021). Pengaruh Brand Image, Persepsi Harga D\dan Kualitas Layanan Terhadap Minat Beli Ulang Pada Lazada. *Entrepreneurship Bisnis Manajemen Akuntansi (E-Bisma)*, 1–9. https://doi.org/10.37631/E-Bisma.v1i1.212

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach* (7th ed.). Wiley.

Sheng, S., & Teo, T. S. H. (2012). Product Knowledge and Self-Confidence In The Wayfinding Process: The Moderating Effect of Preference on Sense of Orientation and Familiarity. *Environment and Behavior*, 44(5), 687-707. doi:10.1177/0013916511405708

Smith, M. F., & Carsky, M. L. (1996). Grocery Shopping Behavior A Comparison of Involved and Uninvolved Consumers. *Journal of Retailing and Consumer Services*, *3*(2), 73–80. https://doi.org/10.1016/0969-6989(95)00048-8

Stewart, B. (1996). *Packaging as an Effective Marketing Tool*. Pira International. https://www.google.com/books?hl=Id&Lr=&Id=1rro1lzagxic&Oi=Fnd&Pg=Pa1&Dq=Stewart,+B .+(1995),+Packaging+As+An+Effective+Marketing+Tool,+Pira+International,+Surrey&Ots=Ibsd nyr7gh&Sig=Unaecwd8dhqr4te5aztqqlz1few

Sweeney, J. C., & Soutar, G. N. (2001). Consumer Perceived Value: The Development of a Multiple Item Scale. *Journal of Retailing*, *77*(2), 203–220. https://doi.org/10.1016/S0022-4359(01)00041-0

Tan, H., & Brahmana, R. (2019). Pengaruh Perceived Value Terhadap Repurchase Intention Melalui Customer Satisfaction sebagai Variabel Intervening Pada Shopee. 7. http://publication.petra.ac.id/index.php/manajemenbisnis/article/view/8183

Tendur, S. T. E., Hutabarat, V. V., & Tumbelaka, S. S. X. (2021). Price Perception, Service Quality and Customer Satisfaction (Empirical Study on Cafes at Tondano City). *International Journal of Tourism and Hospitality in Asia Pasific*, *4*(3), 19–31. https://doi.org/10.32535/ijthap.v4i3.1196

Yasri, Y., Susanto, P., Hoque, M. E., & Gusti, M. A. (2020). Price Perception and Price Appearance on Repurchase Intention of Gen Y: do brand Experience and Brand Preference Mediate? *Heliyon*, *6*(11), E05532. https://doi.org/10.1016/j.heliyon.2020.E05532

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, *52*(3), 2–22. https://doi.org/10.1177/002224298805200302

Zhang, N., Liu, R., Zhang, X.-Y., & Pang, Z.-L. (2021). The Impact of Consumer Perceived Value on Repeat Purchase Intention Based on Online Reviews: By The Method of Text Mining. *Data Science and Management*, *3*, 22–32. https://doi.org/10.1016/j.dsm.2021.09.001