

Elizabeth; Margono; Rohman, Fatchur; Hussein, Ananda Sabil

Article

The determinant of reconsumption intention: a study of Indonesian traditional herbal medicine consumers

Cogent Business & Management

Provided in Cooperation with:

Taylor & Francis Group

Suggested Citation: Elizabeth; Margono; Rohman, Fatchur; Hussein, Ananda Sabil (2024) : The determinant of reconsumption intention: a study of Indonesian traditional herbal medicine consumers, Cogent Business & Management, ISSN 2331-1975, Taylor & Francis, Abingdon, Vol. 11, Iss. 1, pp. 1-20,
<https://doi.org/10.1080/23311975.2024.2422567>

This Version is available at:

<https://hdl.handle.net/10419/326666>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.



<https://creativecommons.org/licenses/by/4.0/>

The determinant of reconsumption intention: a study of Indonesian traditional herbal medicine consumers

Elizabeth, Margono, Fatchur Rohman & Ananda Sabil Hussein

To cite this article: Elizabeth, Margono, Fatchur Rohman & Ananda Sabil Hussein (2024) The determinant of reconsumption intention: a study of Indonesian traditional herbal medicine consumers, Cogent Business & Management, 11:1, 2422567, DOI: [10.1080/23311975.2024.2422567](https://doi.org/10.1080/23311975.2024.2422567)

To link to this article: <https://doi.org/10.1080/23311975.2024.2422567>



© 2024 The Author(s). Published by Informa UK Limited, trading as Taylor & Francis Group



Published online: 05 Nov 2024.



[Submit your article to this journal](#)



Article views: 963





[View related articles](#)



[View Crossmark data](#)

The determinant of reconsumption intention: a study of Indonesian traditional herbal medicine consumers

Elizabeth , Margono, Fatchur Rohman  and Ananda Sabil Hussein 

Faculty of Economic and Business, Universitas Brawijaya, Malang, Indonesia

ABSTRACT

Although there have been several studies on reconsumption intention, no specific studies investigate how perceived value can increase reconsumption intention in herbal medicine consumers. This study investigated the effect of perceived value on reconsumption intention among Indonesian herbal medicine consumers through trust and customer engagement. It involved 425 herbal medicine consumers in Indonesia with a purposive sampling technique. Data analysis employed covariance-based structural equation modeling (CB-SEM). The findings suggested that perceived value does not have a significant direct effect on reconsumption intention, yet it is mediated by customer engagement. Meanwhile, trust does not play a significant mediating role in the relationship between perceived value and reconsumption intention. Therefore, it provides new insight into how consumer perceived value can enhance reconsumption intention through engagement and trust, which can serve as an input for herbal medicine practitioners to implement the appropriate marketing strategies.

ARTICLE HISTORY

Received 7 March 2024
Revised 20 August 2024
Accepted 22 October 2024

KEYWORDS

Perceived value; trust;
customer engagement;
reconsumption intention;
herbal medicine

SUBJECTS

Business, Management
and Accounting;
Consumer Psychology;
Asian Studies

1. Introduction

Consumer reconsumption intention is essential for marketers to concern on due to its profound effects on survival and growth in a competitive marketing environment (Chang & Liu, 2018). Darsono et al. (2018) also revealed that intention is the strongest predictor of consumer behavior. In addition, an intention to purchase/reuse often leads to the reconsumption of products and services (Lian & Yoong, 2019). This indicates that company must use their marketing programs to increase consumer intention (Siddique et al., 2021). According to previous studies, consumer intention to use products is essential for company profitability and marketing performance, particularly in highly competitive markets (Latif & Lanxia, 2019). The consumer is considered to have reconsumption intention by the willingness to make a repurchase (Kaur et al., 2021; Laparojkit & Suttipun, 2022). A report noted that reconsumption intention is part of individuals' behavioral intention (Chen et al., 2021), which is closely related to the tendency to reuse products in meeting needs (Putra et al., 2019).

Indonesia has the world's second-largest biodiversity, with many native medicinal plants (Global Biodiversity Index, 2022). Many Indonesians, especially in rural areas, use these plants as traditional herbal medicines to treat diverse illnesses. Recently, the production of herbal medicines has developed to an industrial level (Zhang et al., 2024). The Indonesian government, industry, and universities recognize the need for research to ensure these traditional medicines are safe and effective. In recent years, several studies have investigated reconsumption intention in food and drink products, but there are few reports focusing on herbal medicine, especially in developing countries (Wijaya & Annisa, 2020).

Sheth et al. (1991) stated that theory of consumption values (TCV) is consumer choice behavior affected by functional, conditional, social, emotional, and epistemic values. In its development, the theory is often used to examine consumer intention, which is affected by different values (Bhattacharyya et al., 2023). Despite this potential, there is still a scarcity of studies on perceived value in increasing

reconsumption intention in herbal medicine products. Based on TCV, perceived value is an important factor in increasing reconsumption intention, which is affirmed in the study by Darsono et al. (2018). In addition, referring to the relationship quality theory, trust and customer engagement also significantly increase reconsumption intention (Watanabe et al., 2020; Xie et al., 2022).

According to previous studies, the use of relationship quality theory helps businesses improve the quality of intangible aspects of business relationship, such as service and communication or social interaction in sales and customer service (Holmlund, 2008). In addition, due to relationship building, the interactions between buyers and sellers often develop in each phase (Lasrado et al., 2023). This study was carried out to assess the relationship between trust and reconsumption intention. By extending relationship quality, trust has been consistently proven to increase customer intention (Hussein et al., 2023; Khan et al., 2023). The customer-company relationship is conceptualized as a high-level construct consisting of satisfaction, consumer trust, and commitment (Itani et al., 2019). Several studies have also shown that consumer trust plays an essential role in the decision-making for a product reuse (Ha et al., 2019). In relation to perceived value, Sharma and Klein (2020) revealed that a higher perceived consumer value in products could lead to higher consumer trust. Despite the available literature, there are still no reports regarding the mediating role of trust in the relationship between perceived value and reconsumption intention. Therefore, this study investigates the relationship between perceived value and reconsumption intention mediated by trust based on the relationship quality theory.

In line with previous reports, the relationship quality theory (Hennig-Thurau & Klee, 1997) shows the level of comfort a customer receives when their needs are satisfied. In addition, consumer engagement has been proven to have the potential to facilitate loyalty to certain products with reconsumption intention (Rather, 2018). In addition, previous researchers who used relationship quality theory as a theoretical basis in their research models include Rinenggo et al. (2024) who link trust with consumer loyalty. The relationship between customer engagement and reconsumption intention is also tested in this study. Product engagement has been reported to have a significant effect on reconsumption intention (Lee et al., 2021). Other studies also revealed that perceived value significantly affects consumer engagement (Itani et al., 2019; Mehdi et al., 2024; Xie et al., 2022). Perceived value is essential in the selection process, which commonly leads to consumer engagement and loyalty (Servera-Francés et al., 2020). Customer engagement comprises various parties, including sellers, endorsers, and customers. Besides, it shows the social interactions among the parties (Guo et al., 2022). According to Qin et al. (2023), it is often obtained when customers are allowed to provide feedback on the purchased products. However, there are limited reports on the role of engagement as a mediator in the relationship between perceived value and reconsumption intention. Based on the relationship quality theory and previous analysis support, this study investigates the mediating role of perceived value in facilitating reconsumption intention through customer engagement.

This study consolidated these existing relationships into a cohesive framework specifically tailored to herbal medicine. It is novel due to the lack of publications integrating the theory of consumer value and relationship quality theory in herbal medicine and marketing. Besides, this comprehensive model incorporates perceived value, trust, engagement, and reconsumption based on the premise that trust is essential for products like herbal medicine, where consumers are aware of the product but do not yet consume it. Furthermore, no research specifically discusses this phenomenon in the context of herbal medicine manufacturing companies. Therefore, this study investigates the potential effect of perceived value on reconsumption intention by integrating two mediation variables, trust and customer engagement, under the theory of consumption values and the theory of relationship quality. This study presents strategies to enhance reconsumption intention in herbal medicine products.

2. Literature review and hypotheses development

2.1. Perceived value

The model proposed in this study is consistent with the theory of consumption values (Sheth et al., 1991). The theory also explains the effect of perceived value on reconsumption intention. It comprises three fundamental axiomatic propositions: consumer choice behavior is a function of various

consumption values; consumption values have different contributions in certain choice situations; and consumption values are independent (Bhattacharyya et al., 2023). In addition, some previous researchers who have used the theory of consumption values as the basis for the influence of consumption values on consumer behavior include Mason et al. (2023). Furthermore, Mason et al. (2023) conducted a meta-analysis and found that the theory of consumption values framework is a reliable tool for investigating consumer behavior in various contexts. Then, a recent study from Peiris et al. (2024) uses the theory of consumption values as a theoretical basis to provide fresher insights compared to other alternative theories such as the theory of planned behavior theory of reasoned action to study similar phenomena. Furthermore, De Toni et al. (2018) suggested that the influence between reconsumption intention and antecedents still requires further studies. In addition, Lee and Yun (2015) noted that there is still a limited literature review on internal factors that affect the intention to reconsume herbal foods. Furthermore, Boas et al. (2008) emphasized that health issues are the main predictor of reconsumption intention when it comes to herbal food consumption. Besides, consumers who have a good perception of value or perception of herbal or organic food or products will prefer to reconsume these products (De Toni et al., 2018).

Perceived value is the customer's assessment of the perceived benefits obtained from the offer with the incurred costs (Kumar & Reinartz, 2016). In addition, it refers to how a consumer evaluates the difference between all the benefits and costs of a marketing offer compared to competing offerings (Kotler & Armstrong, 2021). Several reports have consistently shown two main trends in literature, with the first having a unidimensional approach rooted in economics and utility theory. This approach states that utility maximization drives choice behavior, and perceived value is considered a trade-off between benefits and sacrifices (Hyun & Fairhurst, 2018). Furthermore, Al Halbusi et al. (2023) found that value can be defined as the value generated by SMEs through their capabilities, measured by factors such as cost and time efficiency, product or service differentiation, and the level of customization tailored to individual customers. Meanwhile, reconsumption intention is part of individuals' behavioral intention (Chen et al., 2021). The consumer is considered to have reuse intention once willing and intending to reuse products (Laparojkit & Suttipun, 2022; Anaya-Sánchez et al., 2020). Consumer behavior intention describes the intentionality in performing a task and is closely related to the tendency to purchase products to meet needs (Putra et al., 2019).

According to the theory of consumption values, consumer choice behavior is influenced by several values, including functional, conditional, social, emotional and empirical (Sheth et al., 1991). The theory is used as a foundation to understand how reconsumption intention is influenced by perceived value. Empirical studies have been carried out intensively, among others, by Petravičiūtė et al. (2021) confirming that consumers who buy products from luxury brands because they believe that the product is made with the highest quality, and it affects their intention to buy again. Similarly, Huang et al. (2020) found that consumer perception of foods that have special functions such as herbal drinks is the main factor in the success of these products in sales.

2.2. Trust

Consumer trust is a multi-dimensional concept related to several targets, such as salespeople, products, and companies (Plank et al., 1999). Drawing upon relationship quality theory, trust has been consistently proven to enhance customer intention (Hussein et al., 2023). In addition, it is an essential factor often considered while making purchasing decisions (Ha et al., 2019). Consumers with high confidence in products tend to have a strong reconsumption due to the belief that the products can provide the expected benefits (Asti et al., 2021). Meanwhile, low confidence in products can cause weak reconsumption intention (Lee et al., 2021). Several studies have shown that consumer trust has a significant effect on repurchase intention (Wandoko & Panggati, 2022). Products are likely to have a greater chance of gaining reconsumption intention when consumer trust is well built.

When consumer perceives high value from products or services, there is often a tendency to have greater trust due to the positive experience and satisfaction from the perceived value, which leads to the development of trust in the reliability and ability of the product to meet their expectations (Suleman et al., 2013). Meanwhile, when consumers have a low perceived value (for example, low quality, too high

price, or poor service), their trust is likely to decrease (Watanabe et al., 2020). Perceived value is also essential for shaping and affecting consumer trust (Hariguna et al., 2020; Yuen et al., 2020). Higher perceived values from the consumer often lead to increased trust (Sharma & Klein, 2020). According to previous reports, perceived value is closely related to consumer trust (Lee, 2023). Furthermore a study by Al Halbusi et al. (2024) found that technological trust plays a crucial role in boosting customers' behavioral intention to use online pharmacy services in Qatar. This indicates that a company needs to establish a good relationship with consumers to facilitate trust (Pardede et al., 2018). Petravičiūtė et al. (2021) state that the greater the perceived value, the higher the behavioral intention.

2.3. Customer engagement

Consumer engagement significantly affects consumer's intention to reconsume a product. The concept of customer engagement has received great attention from marketing academics over the past two decades (Behnam et al., 2023). In addition, individuals who feel emotionally attached to a brand or product tend to have a strong intention to maintain the relationship and repeat purchases in the future (Majeed et al., 2022). Emotional engagement makes them feel deeply attached to certain products and contributes to their intention to reconsume them (Molinillo et al., 2020). The concept of customer engagement continues to evolve along with the changing technological environment in marketing. It has also been variously defined as a state of mind, psychological process, and behavior that goes beyond purchases and transactions (Brodie et al., 2019). Also, it is related to social motivation, social interaction, and anxiety (Hilvert-Bruce et al., 2018). Therefore, a company needs to build strong consumer engagement to encourage a higher product reconsumption (Verhoef et al., 2010). Managers must maintain the quality of products and services to maintain consumer trust and develop good relationships with each customer to increase repurchase intention (Lee et al., 2021). Customer engagement is a strategy to help businesses achieve their goals, such as increased sales, high profitability, and consumer loyalty. Especially in the service sector, engaged customers must serve as co-creators who can improve the service experience (Majeed et al., 2022).

When individuals perceive high value from products, it can strengthen consumer engagement. Consumers often feel satisfied and positively connected to products as their expectations and needs are satisfied (Molinillo et al., 2020). Perceived value also has the potential to induce positive emotions, such as satisfaction, pride, or pleasure (Pansari & Kumar, 2017). The emotions possessed can strengthen engagement with products and serve as an encouragement for future reconsumption (Homburg et al., 2017). Engagement can occur at different levels of intentionality, which implies the possibility to engage with content either unconsciously or unintentionally (Luo et al., 2024). Those who feel attached to a brand tend to be loyal and show a strong intention to repurchase products or use services. The products' perceived value is essential in product selection, leading to engagement and loyalty (Servera-Francés et al., 2020). According to Leckie et al. (2021), consumer engagement can be affected by the perceived value, and vice versa. Customers will think about the image and traits that can be trusted with their friends before recommending restaurants they have visited (Itani et al., 2019).

2.4. Reconsumption intention

Understanding consumer reconsumption intention is a key focus area for marketers considering its strong impact on business survival and growth (Chang & Liu, 2018). Reconsumption intention is often referred to as the term intention to consume. To date, research that discusses the intention of consumers to reconsume traditional Indonesian herbal products is limited (Wijaya & Annisa, 2020). The intention to reconsume is part of a person's behavioral intention (Chen et al., 2021). Consumers are perceived to have the intention to reuse when they intend to reuse a product (Anaya-Sánchez et al., 2020; Kaur et al., 2021; Laparojkit & Suttipun, 2022). This concept is closely related to the tendency of consumers to purchase products to meet their needs (Putra et al., 2019). Furthermore, the reconsumption intention is vital to improve the company's profitability and marketing performance among the highly competitive markets (Latif & Lanxia, 2019). According to Ali et al. (2018), consumer purchase intention can grow a sustainable business. It significantly affects purchasing behavior (Indiani & Fahik, 2020; Miranti & Tukiran, 2020;

Peña-García et al., 2020). In the broader context of understanding consumer intention, it is also valuable to explore factors influencing this intention. For instance, Van de Wetering et al. (2023) discovered that an individual's attitude toward entrepreneurship significantly influences their intentions, while this is more related to entrepreneurial settings, it highlights the importance of attitude in shaping behavioral intention. Similarly, sustainability-related consumer intentions have also been examined, with Al Halbusi, Popa, et al. (2024) identifying green entrepreneurial intention as a crucial driver for fostering sustainability-oriented innovation. These insights suggest that understanding various factors, including attitudes and sustainability, can provide a more comprehensive view of consumer behavior including reconsumption intention of herbal medicine.

From the theoretical foundations and empirical evidence, the following hypotheses are proposed:

H1: Perceived value has a positive significant effect on reconsumption intention.

H2: Perceived value has a positive significant effect on trust.

H3: Trust has a positive significant effect on reconsumption intention.

H4: Perceived value has a positive significant effect on customer engagement.

H5: Customer engagement has a positive significant effect on reconsumption intention.

2.5. The mediating role of trust

Hennig-Thurau and Klee (1997) introduce relationship quality theory as 'the degree of comfort a relationship provides to customers in satisfying their needs.' Relationship quality can be viewed as a mega-construct comprising other key components that reflect the overall nature of the exchange relationship between two parties. Despite different approaches to studying RQ, Garbarino and Johnson (1999) report that the concept of relationship quality cannot be defined by a single dimension. Based on relationship quality, the customer-company relationship is conceptualized as a high-level construct comprising satisfaction, consumer trust, and commitment (Baker, 1999; Crosby et al., 1990; Itani et al., 2019). These three factors are the most commonly used dimensions to represent the strength of the customer-company relationship. Based on this theory, this study involves two mediation variables, customer engagement and trust.

Consumer trust is an essential aspect for the relationship between customers and sellers (Hapsari et al., 2020). Hussein et al. (2023) suggest trust and customer engagement as mediation using the basis of relationship quality theory. Gummesson (1987) considers relationship quality as the quality of interaction between customers and suppliers and can be interpreted as the accumulation of value. Relationship quality involves evaluating various aspects of the customer-company relationship to assess the overall strength of the relationship (Hennig-Thurau et al., 2002). In addition, consumer trust is essential for maintaining the health of any line of business (Soren & Chakraborty, 2024). Therefore, it is fundamental in relation to consumer behavior.

Trust can be built by creating consistent usability products (Bulsara and Vaghela, 2020). Consumers who perceive high value from products or services often have increased consumer trust (Watanabe et al., 2020), thereby increasing reconsumption intention (Roh et al., 2022). When they have the trust in the product, they tend to have an intention to reconsume in the future (Kotler and Keller, 2016). Previous studies have examined the role of perceived value on reconsumption intention and trust directly, as well as the effect of trust directly on reconsumption intention. However, there are still inconsistencies in results regarding the direct effect of perceived value on reconsumption intention by adding a mediating variable, trust. The role of perceived value in increasing reconsumption values has also been previously explored (Lin et al., 2022; Tseng et al., 2022). The effect of perceived value on trust was analyzed (Hu et al., 2022; Miao et al., 2022; Thakur et al., 2023; Zeqiri et al., 2023) as well as the influence of trust on reconsumption intention (Lei et al., 2023; Ye et al., 2023). Based on relationship quality theory and

previous analysis gaps with the support of previous studies, this study presents a new concept, trust as a mediating variable and is hypothesized as follows:

H6: Trust mediates the effect of perceived value on reconsumption intention

2.6. The mediating role of customer engagement

A high consumer's perceived value on a certain product can increase consumer engagement (Itani et al., 2019; Xie et al., 2022). Strong engagement can strengthen the relationship between perceived value and reconsumption intention (Lee et al., 2021; Molinillo et al., 2020). The parameter acts as a channel that connects perceived value with reconsumption intention. When individuals perceive high value and have a strong engagement with products, there is often a tendency to have a stronger reconsumption intention. In addition, perceived value is essential in product selection, which leads to loyalty (Servera-Francés et al., 2020). According to Leckie et al. (2021), consumer engagement can mediate products' perceived value on consumer loyalty. When high value is perceived from products or services, this value leads to the formation of strong consumer engagement. This often causes the emergence of consumer intention to reconsume.

To substantiate the mediation of customer engagement, we need to draw on established theoretical frameworks and empirical studies. Perceived value, defined as the consumer's overall assessment of the utility of a product based on perceptions of what is received versus what is given (Zeithaml, 1988), is a critical determinant of consumer behavior. It creates a connection and ongoing interaction with the product, thus strengthening loyalty and reconsumption intention (Bowden, 2009). The relationship between perceived value and engagement is supported by research showing that higher perceived value leads to increased consumer engagement (Hollebeek et al., 2014). Furthermore, engaged consumers are more likely to exhibit loyalty and a stronger intention to repurchase (Harrigan et al., 2017). The mediating role of engagement has been empirically validated in studies that engagement bridges the perceived value and reconsumption intention (Vivek et al., 2012).

The role of perceived value in increasing reconsumption values has been previous explored (Majeed et al., 2022). Meanwhile, the effect of perceived value on customer engagement (Behnam et al., 2023; Meyer-Waarden et al., 2023) and the influence of customer engagement on reconsumption intention have been studied (Molinillo et al., 2020). They have examined the role of perceived value on reconsumption intention and customer engagement directly, as well as the influence of customer engagement directly on reconsumption intention. However, there are still inconsistencies in the results on the direct effect of perceived value on reconsumption intention. Therefore, this study fills the gap by adding a mediating variable, customer engagement. In addition, Al Halbusi et al. (2024) emphasized that gaining more consumers requires significant learning from failure. While learning from past business setbacks can help entrepreneurs succeed in new ventures, the cognitive ability to recognize new business opportunities enhances the impact of this experiential learning on improving new venture efficiency. A crucial insight for entrepreneurs is that continuous learning and a proactive approach to seeking new information are essential for the renewal and growth of their businesses.

Based on relationship quality theory, this study presents a new concept; customer engagement serves as a mediating variable with the following hypothesis:

H7: Customer engagement mediates the effect of perceived value on reconsumption intention

3. Methods

3.1. Research design and sample

This study was conducted in Indonesia with herbal medicine consumers as the target respondents. The sample population comprised Indonesian consumers of herbal products in ready-to-drink packaging. It employed a quantitative approach to determine causal relationships. The sample in this study was selected using a purposive sampling procedure. This sampling technique was classified as one of the types of nonprobability sampling. Purposive sampling is confined to specific types of people who can

provide the desired information, either because they are the only ones who have it, or because they conform to some criteria set by the researcher (Sekaran & Bougie, 2016). In addition, purposive sampling was chosen because this study used a specific research sample, 18-year-old individuals who had consumed herbal products more than once in the last month.

Furthermore, upon calculating the sample size, this study used the framework of Lemeshow et al. (1997) with a significance value of 5% (confidence level of 95%). Based on the calculations, the minimum number of samples in this study is 385 samples. Data were collected through questionnaires distributed directly to the participants. The questionnaire was translated into Bahasa and distributed directly to the customers of herbal medicine sold around cities in Indonesia. After being distributed from December 2023 to March 2024, there were 550 questionnaires distributed, and 467 of them had successfully been returned. However, 17 questionnaires were not completed, so only 425 questionnaires were used for further data analysis. Participation in the questionnaire was voluntary, and respondents had the freedom to decline if they wished. Verbal informed consent was obtained from all participants. The data can be accessed without disclosing any identifying information about the respondents upon request from the corresponding author.

3.2. Measures and data analysis

A self-administrated questionnaire survey was used to collect the data. The questionnaire contained the demographics of the respondents and the variables tested. To measure the variables, this study used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Perceived value was measured by twelve indicators, adapted from previous studies (Qasim et al., 2019). Perceived value measurement was the overall assessment of consumers of the benefits of herbal medicine that they felt both functionally, emotionally, socially, conditionally, and epistemically. The twelve indicators were chosen because they have the same characteristics, namely the intention to consume organic food. The measurement of trust variable was adapted from Oliveira et al. (2017) with four indicators modified on consumers who relied on herbal medicine. The customer engagement variable used nine indicators adapted from Hapsari et al. (2020) which is modified to measure consumer engagement in consumer herbal medicine, especially in Indonesia. Customer engagement measurement is related to the deep bond between consumers and herbal medicine by involving and interacting with herbal medicine either cognitively, emotionally, or behaviorally. Reconsumption intention applied four indicators (Chang et al., 2020). The four indicators were chosen because they have the same research object, namely the medical cosmetology clinic. They measure the willingness of consumers to reconsume herbal medicine on a sustainable basis and to recommend it to others. All instruments can be seen in Table 1.

To ensure the validity and reliability of the measurement, this study conducted a validity test through confirmatory factor analysis (CFA) (see Figure 1). To analyze the conceptual model, it referred to covariance-based structural equation modeling (CB-SEM) with the AMOS application. This study adopted CB-SEM for some reasons: first, the error term requirement demanded an additional specification, covariance; second, the research model was not recursive; third, the data of this study met the assumption of CB-SEM, the minimum size of the sample and the assumption of distribution; fourth, a large data set and met the criteria of goodness of fit. In addition, CB-SEM is one of the approaches in SEM that focuses more on the covariance relationship between the variables in the model. CB-SEM can measure the extent to which the covariance between variables is appropriate for the expectations of the theoretical model. Furthermore, CB-SEM assumes that the data are multivariate-distributed and aimed to minimize the difference between the observed and predicted covariance in the model. This study was approved by ethic committee of Brawijaya University (No. 4370.UN10.F02.11.32/KM/11.04/2023).

3.3. Common method bias and outlier testing

The data of this study were only obtained from one source, the consumers, with self-declared techniques. Hence, several steps were used to reduce bias. First, the questionnaire was answered anonymously and confidentially, making participants more objective in providing answers. Second, the Harman single factor test resulted in 49.6%, indicating the absence of bias in the data of this study. In addition, as a preliminary

Table 1. Reliability and convergent validity.

Construct	Loading	AVE	CR
<i>Perceived value</i>		0.60	0.95
I feel that herbal medicine is reliable for overcoming health problems when consumed	0.85		
I feel that herbal medicine has a greater benefit than the costs incurred	0.83		
I feel that herbal medicine can provide a sense of comfort to be reconsumed	0.76		
I feel that herbal medicine can grow my love for traditional medicine	0.79		
I feel that herbal medicine can provide a positive image in the community for those who consume	0.81		
I feel that herbal medicine can be accepted by most people as a health product	0.76		
I feel that herbal medicine can give the impression that I am a healthy person in the eyes of others	0.75		
I feel that herbal medicine has received recognition from the community as a standardized traditional medicine	0.75		
I choose herbal medicine to consume when I have health complaints	0.81		
I feel that herbal medicine can be used as an alternative product to maintain my health	0.80		
I feel that herbal medicine is always available when needed	0.77		
I feel that herbal medicine can foster my curiosity about traditional medicine	0.57		
<i>Trust</i>			
I want to rely on herbal medicine to solve my health problems	0.95		
I believe that consuming herbal medicine can maintain my health	0.95		
I believe that herbal medicine can have a positive impact on health	0.94		
I am convinced that herbal medicine is beneficial for health	0.86	0.86	0.96
<i>Customer engagement</i>			
I consider herbal medicine important to maintain health	0.90		
I care about consuming herbal medicine to maintain health	0.87		
I think herbal medicine is worth considering for maintaining health	0.81		
I am enthusiastic about consuming herbal medicine to maintain my health	0.84	0.94	0.94
I am proud to consume herbal medicine	0.77		
I judge positively the habit of consuming herbal medicine	0.62		
I want to consume herbal medicine to maintain my health	0.64		
I try my best to consume herbal medicine on various occasions	0.95		
I want to consume herbal medicine so that I can preserve the traditions of my ancestors	0.73		
<i>Reconsumption intention</i>			
I am willing to reconsume herbal medicine	0.69		
I intend to reconsume packaged herbal medicine instead of other products	0.92		
I intend to continue consuming herbal medicine	0.72		
I recommend others to consume herbal medicine	0.80	0.62	0.87

Notes: AVE=average variance extracted; CR=composite reliability.

analysis, outlier testing was conducted to identify data with unique characteristics, and extreme values for either a single variable or a combination (Hair et al., 2006). In this study, Mahalanobis Distance (D^2) was used with a $p < 0.001$ (Tabachnick & Fidell, 2006), so the research data was free of outliers.

Figure 2 shows parallel mediation because the distinguishing characteristic of the parallel mediation model is the assumption that none of the mediators causally affect each other (Hayes, 2013). The two mediating variables used in parallel included trust and customer engagement.

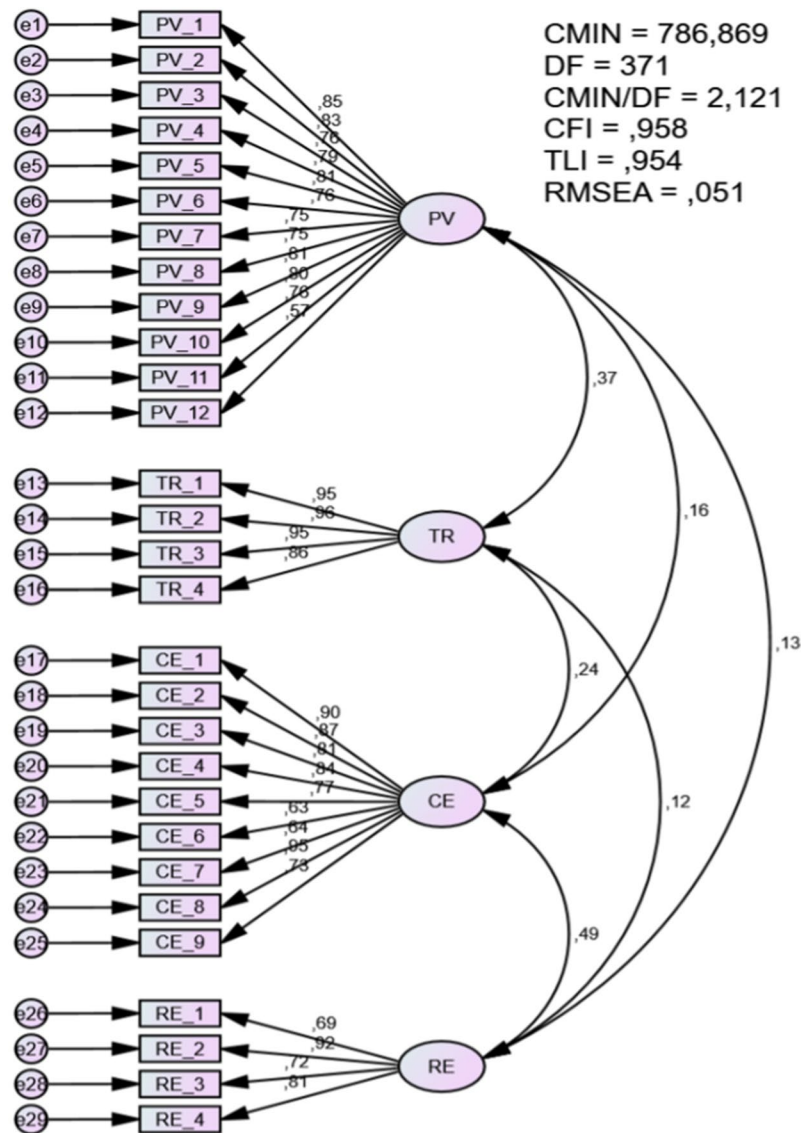


Figure 1. CFA results.

4. Results and discussion

4.1. Data analysis result

Based on the data collected from a total of 425 participants (see Table 2), the majority of herbal product consumers were women (51.5%), dominated by Generation Z aged 17 to 26 years (39.5%). Their monthly income was below IDR 4.9 Million or in the low category with consumption of herbal products 2–3 times. Herbal medicine might be favorable because it was relatively cheap and typically used to meet their health needs.

4.2. Measurement model

4.2.1. Validity, reliability, and goodness-of-fit test

Validity testing was carried out using convergent and discriminant validity techniques, with convergent validity using the loading factor value (see Table 1). All indicators used to measure variables were known to have a loading factor value of > 0.6 . Therefore, all variables had indicators that could measure each latent variable in this study. Discriminant validity was performed with the Fornell-Larcker criterion value with the criteria that each correlation value was greater than the other latent variables. Table 3 shows

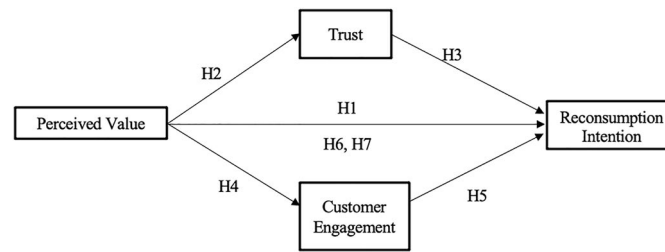


Figure 2. Conceptual framework.

Table 2. Participants' demographic.

Descriptions	Frequency	(%)
<i>Gender</i>		
Male	206	48.5
Female	219	51.5
<i>Generation</i>		
Gen Baby Boomers	18	4.2
Gen X	79	18.6
Gen Y	160	37.6
Gen Z	168	39.5
<i>Income per month</i>		
< IDR 4,900,000	146	34.4
IDR 4,900,000 to 9,799,999	133	31.3
IDR 9,800,000 to 14,699,999	76	17.9
> IDR 14,700,000	70	16.5
<i>Frequency to drink</i>		
1 time	184	43.3
2–3 times	195	45.9
4–5 times	46	10.8

that each variable already has the largest correlation value compared to other latent variables. Table 3 also shows that the AVE value of each latent variable is above 0.50, indicating that all variables are valid. Based on these 3 validity tests, all variables in this study are valid.

The next test was the reliability test using composite reliability values with a cut-off of > 0.70. Table 3 shows that each latent variable has a composite reliability value greater than 0.70 and can be declared reliable and usable for analysis. Furthermore, the goodness of fit testing used several criteria (see Table 4) required for structural equation modeling. This study found that the Chi-square value was greater than 5, the CFI and TLI values were > 0.90, and the RMSEA value was lower than 0.08. Based on these measurements, the model built was fitting for the data.

4.3. Structural model and hypotheses testing

The hypothesis testing used covariance-based structural equation modeling (CB-SEM) techniques to answer the study objectives. It was the core of efforts to understand the significance of the relationship between the variables being studied. Besides, it adopted the bootstrapping technique with the criteria that the p-value was lower than 0.05 or a 5% error rate. This was indicated by the positive or negative sign on the coefficient value, which showed the direction of the relationship between the two previously hypothesized variables. Table 5 and Figure 3 present the results of hypothesis testing directly and indirectly or the mediation effect. Mediation testing used the suggestion of Baron and Kenny (1986), who stated 3 criteria for determining the mediation effect. The mediation technique was used because this study fitted the hypothesis model.

The results showed that perceived value had no significant effect on reconsumption intention ($\beta=0.03$, t-value 0.577), indicating the rejection of H1. Furthermore, the perceived value had a significant effect on trust ($\beta=0.37$, t-value 7.624), showing that H2 was accepted. Trust did not significantly affect reconsumption intention, revealing that H3 was rejected. The fourth hypothesis, H4, was accepted, showing that perceived value had a significant effect on customer engagement ($\beta=0.18$, t-value 2.807). The findings of this study showed that customer engagement had a significant effect on reconsumption intention ($\beta=0.47$, t-value 8.283), hence, H5 was accepted (see Table 5). The mediating role of the trust

Table 3. Mean, SD, and Fornell-Larcker criterion.

Variables	Mean	SD	1	2	3	4
(1) PV	3.99	0.60	0.773			
(2) TR	4.11	0.71	0.372	0.929		
(3) CE	3.73	0.65	0.157	0.235	0.801	
(4) RI	3.76	0.59	0.128	0.116	0.489	0.790

The diagonal elements in bold are the square roots of the average variance extracted, while the value below the diagonal explains the correlations of inter-construct.

Notes: SD=standard deviation; PV=perceived value; TR=trust; CE=customer engagement; RE=reconsumption intention.

Table 4. Fit indices.

Fit criteria	Value	Cut Off	Remark
Chi-square (CMIN)	786.869	–	Good fit
Root mean square error of approximation (RMSEA)	0.051	< 0.08	Good fit
Comparative fit index (CFI)	0.958	> 0.90	Good fit
Tucker-Lewis index (TLI)	0.954	> 0.90	Good fit

Table 5. Direct effect.

Hypotheses	Path	Coefficients	t-value	Result
H1	PV -> RE	0.03 ^{n.s}	0.577	Rejected
H2	PV -> TR	0.37**	7.624	Accepted
H3	TR -> RE	–0.06 ^{n.s}	0.402	Rejected
H4	PV -> CE	0.14**	2.807	Accepted
H5	CE -> RE	0.47***	8.283	Accepted

variable was rejected because the mediating relationship had a p-value of $0.250 > 0.05$ with a negative relationship direction, indicating the rejection of H6. Finally, H7 was accepted because it had a p-value of $0.006 < 0.05$ with a positive relationship direction. Based on this finding, customer engagement mediated the effect of perceived value on reconsumption intention (see Table 6).

5. Discussion

The study result suggested that perceived value does not increase reconsumption intention, which is consistent with that of Sharma and Klein (2020). Therefore, a positive perception of consumers on the benefits of consuming pharmaceutical products does not affect reconsumption intention. Herbal medicine is not the main option for the modern community, due to the availability of other alternatives to cure an illness, such as going to the doctor. Consumers are likely not to have repeated behavioral intentions when the benefit element is not higher than the sacrifice to make (Fiandari et al., 2019). This result corresponds to the characteristics of the participants, who predominantly belong to the lower economic level. In addition, lower-income consumers could still feel that the sacrifices to consume herbal medicines are greater than the benefits although the products are affordable. The result indicated the importance of the consumption values theory (TCV) in shaping consumer behavior, where perceived value could still affect the intention to reconsume a product but must be mediated by trust and engagement.

Besides, perceived value is empirically proven to increase trust. This result affirms the finding of Yuen et al. (2020) that the greater the perceived value of the herbal products consumed, the higher the trust and reliance on the products in overcoming health problems. According to Hariguna et al. (2020), although perceived value and trust are described in different dimensional forms, the effect of perceived value on consumer trust always remains strong and significant. Some aspects of perceived value could help consumers understand the risks of using products, leading to increased trust (Yuen et al., 2020). The results of this study supported the theory of trust proposed by Castelfranchi and Falcone (2010), that individuals trust certain products due to their expectations of the products on the benefits in exchange for the potential risks. Besides, this study indicated that when consumers find a high value in herbal medicine products (e.g. the product is effective, safe, and price-worthy), they are more likely to trust the product. Consumers who feel that herbal medicine products provide value beyond financial costs potentially believe that herbal medicine products can meet their needs. In the context of Indonesia, herbal

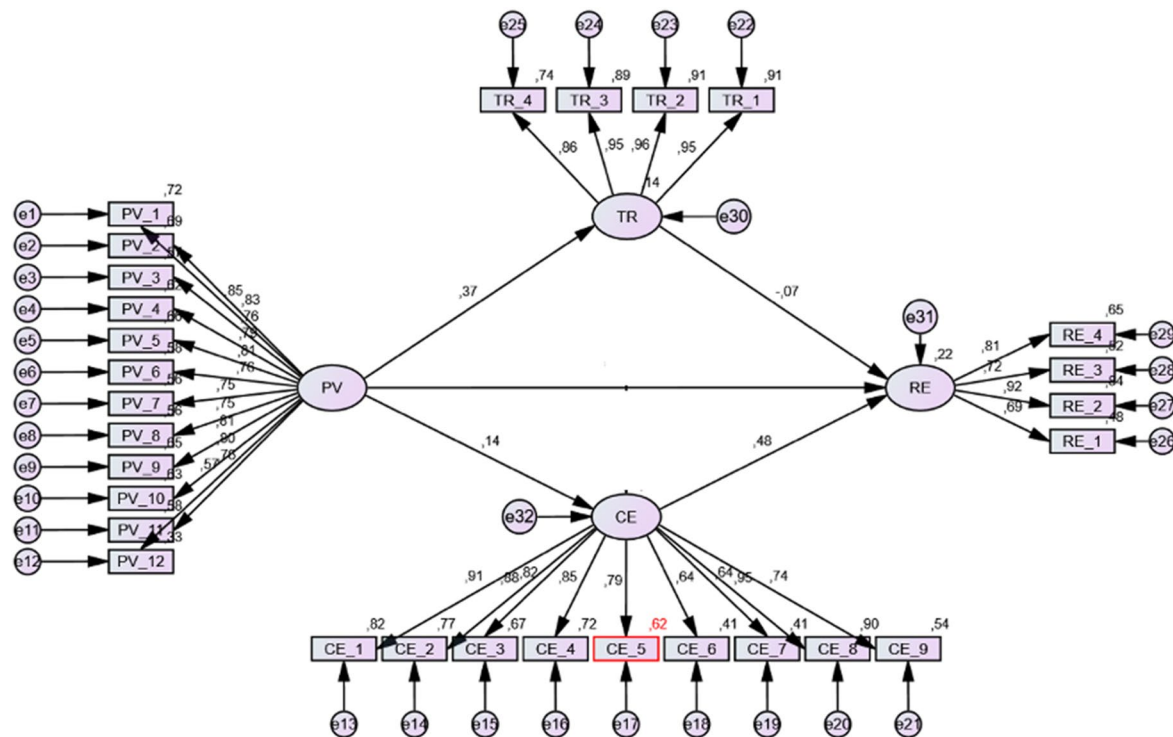


Figure 3. Structural model estimates.

Table 6. Indirect effect.

Hypotheses	Path	Indirect effect	Result	Type of mediation
H6	PV → TR → RE	−0.02	Rejected	No mediation
H7	PV → CE → RE	0.16**	Accepted	Full mediation

Notes: N=425; ** *p*-value <0.05; *** *p*-value <0.001; n.s.=not significant; PV=perceived value; TR=trust; CE=customer engagement; RE=reconsumption intention.

medicine is often trusted and appreciated by local consumers. The perceived value of herbal medicine can include trust in herbal recipes used for centuries, effectiveness from hereditary use, and natural and organic images associated with good health. Trust, in this term, comes from the cultural heritage and positive experiences of the previous generations.

Meanwhile, trust does not affect reconsumption intention. This study revealed that although consumers trust herbal products to solve their health problems, the trust does not increase their reconsumption intention. This result is inconsistent with that of Chin et al. (2022). Kim et al. (2008) and Cui et al. (2019) stated that consumer trust can magnify the products' potential benefits and increase tolerance for perceived risk to affect consumer behavioral intention indirectly. However, this study found different results, and the difference might arise as the participants are dominated by Generation Z. Munsch (2021) stated that Generation Z is the largest number of potential markets today due to their product choices. Furthermore, the information about the types of products with similar benefits to pharmaceutical products can cause low reconsumption intention. Even though herbal medicines are efficacious for health, they do not provide a sense of comfort in the sense of flavor and aroma. Further, the emotional value indicator (liking and comfort) has the lowest value, which indicates that consumers view herbal medicine as a product with low emotional value because of the unpleasant and uncomfortable smell. However, herbal medicine has a high functional value, so they can choose other substitute products with the same benefits. Correspondingly, Bredie et al. (2015) suggested paying attention to the flavor of food and beverage used in public health. Flavor and aroma are also important for increasing the sales of food and beverage products, including herbal medicine (Spence, 2020).

Perceived value has a significant effect on customer engagement. This finding illustrated that the more the consumers feel the value of herbal medicine, the higher the engagement. This result affirms

the study of Yang and Xia (2022) and Itani et al. (2019) that products with high values can encourage consumers to actively share knowledge and recommend the products to others. Based on participants' characteristics, consumers are dominated by those who regularly consume herbal medicines every week, with a frequency of 2 to 3 times. The number of male and female consumers in this group is almost equal. This pattern of frequent consumption of herbal medicines shows that either male or female consumers have a close engagement. When consumers feel that herbal medicine products provide significant health benefits at a reasonable price, they tend to be more engaged with the brand. Consumers who feel the high value of certain products are more likely to repurchase, participate in promotional activities, and share their positive experiences with others.

Customer engagement is an antecedent of reconsumption intention, and the result is supported by Mahdi et al. (2021). A close sense of engagement with herbal medicines to fulfill healthy lifestyle leads to increased reconsumption. Based on the characteristics of the participants, the majority often consume herbal products every week. This indicated that consumers often interacted or engaged with the herbal products. The characteristics of these participants are appropriate to the findings of Lee et al. (2021), that when consumers are actively involved, there is a tendency to increase reconsumption. They tend to have deep positive experiences. For example, they may better understand the health benefits offered by the product through participation in the community or education by the brand. These positive experiences increase trust and motivate them to keep buying the product.

5.1. The mediation effect of trust

Trust does not mediate the effect of perceived value on reconsumption intention, as indicated in Table 6. When consumers have a positive assessment of herbal products, the products are trusted to deal with their health problems, but this is not sufficient to induce reconsumption. This finding suggested that when consumers have a positive assessment of herbal products, they will trust the herbal medicine to handle their health problems. However, this is not enough to make them continuously consume the herbal medicine. Trust in this study includes willingness to rest, ability or benefits of herbal medicine, benevolence, and belief. The result provides a new understanding of the relationship quality theory that trust does not significantly mediate the effect of perceived value on reconsumption intention among herbal medicine consumers in Indonesia. This difference in result may happen due to the characteristics of respondents, dominated by Generation Z. Although Generation Z is currently the largest market segment, Munsch (2021) suggested that the large selection of products offered to them makes them more skeptical of certain products. It means that consumers may have felt that herbal medicine has a very positive value, but they do not simply believe that consuming herbal medicine is enough to overcome their health complaints, so they do not plan to re-consume the herbal medicine. The trust of consumers, especially Generation Z, cannot be built instantly. It requires a process and knowledge transfer.

5.2. The mediation effect of customer engagement

The second mediating variable is customer engagement on the effect of perceived value on reconsumption intention, as indicated in Table 6. This study indicated that customer engagement is an important factor in increasing reconsumption intention using perceived value. Consumer engagement serves as a channel that connects perceived value with reconsumption intentions. When consumers feel a high value and have a strong attachment to the product, they tend to have a stronger intention to reconsume in the future. The result suggested that perceived value has a positive effect on reconsumption intention when consumers have a strong desire to preserve traditions. This is in line with the finding of Xie et al. (2022) and Majeed et al. (2022) that perceived value can increase customer engagement mediated by customer engagement.

6. Conclusion

Some proposed hypotheses are accepted, such as the effect of perceived value on trust and customer engagement, then customer engagement on reconsumption intention, as well as the mediating role of

customer engagement on the effect of perceived value on reconsumption intention. Customer engagement mediation is an important factor in increasing reconsumption intention using good perceived value. Without the customer engagement variable, the direct effect of perceived value on reconsumption intention was insignificant. Therefore, active engagement from consumers and sellers is required to make sustainable purchases. Meanwhile, several hypotheses are rejected for various reasons, such as the direct effect of perceived value on reconsumption intention, trust on reconsumption intention, and the mediating role of trust on the effect of perceived value on reconsumption intention. These results showed that consumer trust in the benefits of herbal medicine does not mediate the effect of perceived value on reconsumption intention. Therefore, there are still other factors not included in this study related to consumers' intention to (re)consume herbal medicine.

7. Theoretical and practical contribution

This study contributes to both theoretical understanding and practical implications within the domain of perceived value and reconsumption intention. Theoretically, it extends existing knowledge by elucidating the effect of perceived value on reconsumption intention, with mediating effect of trust and customer engagement. The results validate the importance of perceived value in shaping consumer behavior, specifically the intention to reconsume herbal medicine. However, this study revealed that the relationship between perceived value and reconsumption intention is not always direct. Perceived value needs to go through consumer engagement to affect reconsumption intention. The findings also supported the relationship quality theory by showing the mediating role of trust and consumer engagement. They illustrated that relationship quality elements, such as engagement, have a key role in shaping consumer behavior. To further enhance product engagement, innovation is required to meet the expectations of Gen-Z by creating Gen-Z-friendly products and aggressively promoting them across media platforms.

Practically, the findings of this study suggested that drink manufacturers and marketers need to focus on trust aspect to increase reconsumption intention. This could include providing clear information, educational content, and customer support, reputable certification (NSF international, USDA organic or Good Manufacturing Practices (GMP), collecting and sharing customer reviews, case studies, and success stories, engaging influencers and ambassadors, creating a consumer community, hosting events and webinars, holding customer survey, and acting out on feedback. By implementing these strategies, business owners can build and maintain a high level of trust with customers.

Besides, marketing could focus on increasing engagement with herbal products by developing loyalty programs, such as a point-based system (e.g. redeemed for a discount, free products, or exclusive access to new products), exclusive benefits and personalized offers, content hub (e.g. building comprehensive resource center on a website with articles, videos, and infographics about the benefits, uses, and scientific research behind herbal products), webinar and workshop, social media education, expert Q&A sessions, user-friendly experience, customer service excellence, product quality assurance, interactive campaign and corporate social responsibility.

Furthermore, they can conduct comprehensive market research (e.g. segmentation analysis, perceived value survey, and competitor analysis), identify key product benefits for each segment, such as health and wellness, emphasize specific health benefits that appeal to each demographic (e.g. stress relief for working professionals, immunity support for families, or energy boosters for athletes), natural and sustainable features, highlight aspects like organic ingredients or eco-friendly packaging that resonate with environmentally conscious consumer, affordability and accessibility, address values for money and convenience, which might be crucial for budget conscious or time poor demographics.

8. Limitation and future direction

This study contains some limitations for future studies to address. First, a combination of preliminary, survey, interview, and focus group discussion methods to collect data. Surveys often face participant bias, interviews are typically affected by the subjectivity of the investigators and participants, and focus group discussion does not represent the full diversity of consumers. Using other methods or different combinations can provide a more in-depth perspective. Second, this study integrated various consumer

behavior variables, including perceived value, consumer trust, and consumer engagement. Although the approach is comprehensive, other variables possibly affecting consumer behavior, such as taste preference, brand image, or environmental factors, have not been considered. Consumer behavior is an extremely complex phenomenon, and many interrelated factors have been shown to play a role. Third, this study is conducted with one data collection technique, hence, future reports can employ time series in the data collection because industry conditions and consumer preferences may change rapidly. Furthermore, future research can involve specific types of engagement to enhance reconsumption, particularly in the context of herbal medicine products or any products with similar characteristics.

Authors' contributions

Conception and design: Elizabeth, Ananda Sabil Hussein. Analysis and interpretation of data: Elizabeth, Margono. Drafting paper: Elizabeth, Fatchur Rohman. Revising: Elizabeth. Final approve: Margono, Fatchur Rohman, Ananda Sabil Hussein. All author(s) agree to be accountable for all aspects of the work.

Disclosure statement

No potential competing interest was reported by the authors.

Funding

This research did not receive funding from any party.

About the authors

Elizabeth, Doctor of Science Management. Department of Management, Faculty of Economics and Business, Brawijaya University, Malang, Indonesia. Research interest: Marketing, Industrial Marketing, Consumer Behavior.

Margono, Professor in Management. Department of Management, Faculty of Economics and Business, Brawijaya University, Malang, Indonesia. Research interest: Marketing, Management, Strategic Marketing.

Fatchur Rohman, Professor in Management. Department of Management, Faculty of Economics and Business, Brawijaya University, Malang, Indonesia. Research interest: Marketing, Management, Strategic Marketing.

Ananda Sabil Hussein, Professor in Management. Department of Management, Faculty of Economics and Business, Brawijaya University, Malang, Indonesia. Research interest: Marketing, Management, Strategic Marketing.

ORCID

Elizabeth  <http://orcid.org/0009-0002-3525-9648>
 Fatchur Rohman  <http://orcid.org/0000-0003-0761-3240>
 Ananda Sabil Hussein  <http://orcid.org/0000-0002-4030-1073>

Data availability statement

The data are available from the corresponding author upon reasonable request.

References

- Al Halbusi, H., Abdelfattah, F., Ferasso, M., Alshallaqi, M., & Hassani, A. (2024). Fear of failure for entrepreneurs in emerging economies: Stress, risk, finances, hard work, and social support. *Journal of Small Business and Enterprise Development*, 31(1), 95–125. <https://doi.org/10.1108/JSBED-01-2023-0035>
- Al Halbusi, H., Al-Sulaiti, K., Abdelfattah, F., Ahmad, A. B., & Hassan, S. (2024). Understanding consumers' adoption of e-pharmacy in Qatar: Applying the unified theory of acceptance and use of technology. *Journal of Science and Technology Policy Management*. <https://doi.org/10.1108/JSTPM-03-2023-0042>
- Al Halbusi, H., Popa, S., Alshibani, S. M., & Soto-Acosta, P. (2024). Greening the future: Analyzing green entrepreneurial orientation, green knowledge management and digital transformation for sustainable innovation and circular economy. *European Journal of Innovation Management*. <https://doi.org/10.1108/EJIM-02-2024-0169>

- Al Halbusi, H., Soto-Acosta, P., & Popa, S. (2023). Analysing e-entrepreneurial intention from the theory of planned behaviour: The role of social media use and perceived social support. *International Entrepreneurship and Management Journal*, 19(4), 1611–1642. <https://doi.org/10.1007/s11365-023-00866-1>
- Ali, U. A., Jalees, T., & Qabool, S. (2018). Extending the theory of reasoned action on antecedents to consumer repurchase intentions. *Market Forces*, 13(2), 115–133.
- Anaya-Sánchez, R., Aguilar-Illescas, R., Molinillo, S., & Martínez-López, F. J. (2020). Trust and loyalty in online brand communities. *Spanish Journal of Marketing – ESIC*, 24(2), 177–191. <https://doi.org/10.1108/SJME-01-2020-0004>
- Asti, W. P., Handayani, P. W., & Azzahro, F. (2021). Influence of trust, perceived value, and attitude on customers' repurchase intention for e-grocery. *Journal of Food Products Marketing*, 27(3), 157–171. <https://doi.org/10.1080/10454446.2021.1922325>
- Baker, J. A. (1999). Teacher-student interaction in urban at-risk classrooms: Differential behavior, relationship quality, and student satisfaction with school. *The Elementary School Journal*, 100(1), 57–70. <https://doi.org/10.1086/461943>
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Behnam, M., Anagnostopoulos, C., Byers, T., & Papadimitriou, D. A. (2023). The impact of perceived corporate social responsibility on value-in-use through customer engagement in non-profit sports clubs: The moderating role of co-production. *European Sport Management Quarterly*, 23(3), 789–810. <https://doi.org/10.1080/16184742.2021.1929375>
- Bhattacharyya, J., Balaji, M. S., & Jiang, Y. (2023). Causal complexity of sustainable consumption: Unveiling the equifinal causes of purchase intentions of plant-based meat alternatives. *Journal of Business Research*, 156, 113511. <https://doi.org/10.1016/j.jbusres.2022.113511>
- Boas, L. H. D. B. V., Pimenta, M. L., & Sette, R. D. S. (2008). Percepções no consumo de alimentos orgânicos em supermercados: a influência de valores individuais como determinante de compra. *Organizações Rurais e Agroindustriais/Rural and Agro-Industrial Organizations*, 10(2), 264–278.
- Bowden, J. L. H. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74. <https://doi.org/10.2753/MTP1069-6679170105>
- Bredie, W. L. P., Petersen, M. A., Hartvig, D., Frøst, M. B., Risbo, J., & Møller, P. (2015). Flavour pairing of foods: A physical-chemical and multisensory challenge for health promotion. *European Sensory Network*. <https://www.esn-network.com/index.php?id=1034>
- Brodie, R. J., Fehrer, J. A., Jaakkola, E., & Conduit, J. (2019). Actor engagement in networks: Defining the conceptual domain. *Journal of Service Research*, 22(2), 173–188. <https://doi.org/10.1177/1094670519827385>
- Bulsara, H. P., & Vaghela, P. S. (2020). Understanding the role of trust in online shopping intention for consumer electronics products. *SCHOLEDGE International Journal of Management & Development*, 7(3).
- Castelfranchi, C., & Falcone, R. (2010). *Trust theory: A socio-cognitive and computational model*. John Wiley & Sons.
- Chang, A., & Liu, M. T. (2018). What to say to patrons about buying tickets again? Modelling a modern relationship for traditional performing arts. *Journal of Creative Communications*, 13(3), 167–184. <https://doi.org/10.1177/0973258618792789>
- Chang, W. J., Liao, S. H., Chung, Y. C., & Chen, H. P. (2020). Service quality, experiential value and repurchase intention for medical cosmetology clinic: Moderating effect of Generation. *Total Quality Management & Business Excellence*, 31(9–10), 1077–1097. <https://doi.org/10.1080/14783363.2018.1463156>
- Chen, H., Li, X., Chiu, T.-S., & Chen, F. (2021). The impact of perceived justice on behavioral intentions of Cantonese Yum Cha consumers: The Mediation role of psychological contract violation. *Journal of Hospitality and Tourism Management*, 49(1), 178–188. <https://doi.org/10.1016/j.jhtm.2021.09.009>
- Chin, A. G., Harris, M. A., & Brookshire, R. (2022). An empirical investigation of intent to adopt mobile payment systems using a trust-based extended valence framework. *Information Systems Frontiers*, 24(1), 329–347. <https://doi.org/10.1007/s10796-020-10080-x>
- Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in services selling: An interpersonal influence perspective. *Journal of Marketing*, 54(3), 68–81. <https://doi.org/10.1177/002224299005400306>
- Cui, Y., Mou, J., Cohen, J., & Liu, Y. (2019). Understanding information system success model and valence framework in sellers' acceptance of cross border e commerce: A sequential multi method approach. *Electronic Commerce Research*, 19(4), 885–914. <https://doi.org/10.1007/s10660-019-09331-0>
- Darsono, N., Yahya, A., Muzammil, A., Musnadi, S., Anwar, C., & Irawati, W. (2018). Consumer actual purchase behavior for organic products in Aceh, Indonesia. *Advances in Social Science, Education and Humanities Research*, 292(1), 265–275.
- De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of perceived value and repurchase intention of organic food. *Journal of Food Products Marketing*, 24(4), 456–475. <https://doi.org/10.1080/10454446.2017.1314231>
- Fiandari, Y. R., Surachman, S., Rohman, F., & Hussein, A. S. (2019). Perceived value dimension in repetitive fish consumption in Indonesia by using an extended theory of planned behavior. *British Food Journal*, 121(6), 1220–1235. <https://doi.org/10.1108/BFJ-07-2018-0429>
- Garbarino, E., & Johnson, M. S. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *Journal of Marketing*, 63(2), 70–87. <https://doi.org/10.1177/002224299906300205>

- Global Biodiversity Index. (2022). *The 201 most (& least) biodiverse countries*. <https://theswiftest.com/biodiversity-index/>
- Gummesson, E. (1987). The new marketing—developing long-term interactive relationships. *Long Range Planning*, 20(4), 10–20. [https://doi.org/10.1016/0024-6301\(87\)90151-8](https://doi.org/10.1016/0024-6301(87)90151-8)
- Guo, Y., Zhang, K., & Wang, C. (2022). Way to success: Understanding top streamer's popularity and influence from the perspective of source characteristics. *Journal of Retailing and Consumer Services*, 64, 102786. <https://doi.org/10.1016/j.jretconser.2021.102786>
- Ha, N. T., Nguyen, T. L. H., Nguyen, T. P. L., & Nguyen, T. D. (2019). The effect of trust on consumers' online purchase intention: An integration of TAM and TPB. *Management Science Letters*, 9(1), 1451–1460. <https://doi.org/10.5267/j.msl.2019.5.006>
- Hair, J., Black, W., Babin, B., Anderson, R., & Tatham, R. (2006). *Multivariate data analysis* (6th ed.). Pearson Prentice Hall.
- Hapsari, R., Hussein, A. S., & Handrito, R. P. (2020). Being fair to customers: A strategy in enhancing customer engagement and loyalty in the Indonesia mobile telecommunication industry. *Services Marketing Quarterly*, 41(1), 49–67. <https://doi.org/10.1080/15332969.2019.1707375>
- Hariguna, T., Adiandari, A. M., & Ruangkanjanases, A. (2020). Assessing customer intention use of mobile money application and the antecedent of perceived value, economic trust and service trust. *International Journal of Web Information Systems*, 16(3), 331–345. <https://doi.org/10.1108/IJWIS-12-2019-0055>
- Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597–609. <https://doi.org/10.1016/j.tourman.2016.09.015>
- Hayes, A. F. (2013). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. The Guilford Press.
- Hennig-Thurau, T., Gwinner, K. P., & Gremler, D. D. (2002). Understanding relationship marketing outcomes: An integration of relational benefits and relationship quality. *Journal of Service Research*, 4(3), 230–247. <https://doi.org/10.1177/1094670502004003006>
- Hennig-Thurau, T., & Klee, A. (1997). The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. *Psychology and Marketing*, 14(8), 737–764. [https://doi.org/10.1002/\(SICI\)1520-6793\(199712\)14:8<737::AID-MAR2>3.0.CO;2-F](https://doi.org/10.1002/(SICI)1520-6793(199712)14:8<737::AID-MAR2>3.0.CO;2-F)
- Hilvert-Bruce, Z., Neill, J. T., Sjöblom, M., & Hamari, J. (2018). Social motivations of live-streaming viewer engagement on Twitch. *Computers in Human Behavior*, 84, 58–67. <https://doi.org/10.1016/j.chb.2018.02.013>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Holmlund, M. (2008). A definition, model, and empirical analysis of business-to-business relationship quality. *International Journal of Service Industry Management*, 19(1), 32–62. <https://doi.org/10.1108/09564230810855707>
- Homburg, C., Jozić, D., & Kuehnl, C. (2017). Customer experience management: Toward implementing an evolving marketing concept. *Journal of the Academy of Marketing Science*, 45(3), 377–401. <https://doi.org/10.1007/s11747-015-0460-7>
- Hu, G., Chohan, S. R., & Liu, J. (2022). Does IoT service orchestration in public services enrich the citizens' perceived value of digital society? *Asian Journal of Technology Innovation*, 30(1), 217–243. <https://doi.org/10.1080/19761597.2020.1865824>
- Huang, L., Bai, L., & Gong, S. (2020). The effects of carrier, benefit, and perceived trust in information channel on functional food purchase intention among Chinese consumers. *Food Quality and Preference*, 81(1), 103854. <https://doi.org/10.1016/j.foodqual.2019.103854>
- Hussein, A. S., Sumiati, S., Hapsari, R., & Abu Bakar, J. (2023). Bank 4.0 experiential quality and customer loyalty: A serial mediating role of customer trust and engagement. *TQM Journal*, 35(7), 1706–1721. <https://doi.org/10.1108/TQM-11-2021-0344>
- Hyun, J., & Fairhurst, A. (2018). Understanding consumers' purchasing behavior of ethnically disparate products. *Journal of Consumer Behaviour*, 17(1), 114–126. <https://doi.org/10.1002/cb.1691>
- Indiani, N. L. P., & Fahik, G. A. (2020). Conversion of online purchase intention into actual purchase: The moderating role of transaction security and convenience. *Business: Theory and Practice*, 21(1), 18–29. <https://doi.org/10.3846/btp.2020.11346>
- Itani, O. S., Kassar, A.-N., & Loureiro, S. M. C. (2019). Value get, value give: The relationships among perceived value, relationship quality, customer engagement, and value consciousness. *International Journal of Hospitality Management*, 80(1), 78–90. <https://doi.org/10.1016/j.ijhm.2019.01.014>
- Kaur, P., Dhir, A., Talwar, S., & Ghuman, K. (2021). The value proposition of food delivery apps from the perspective of theory of consumption value. *International Journal of Contemporary Hospitality Management*, 33(4), 1129–1159. <https://doi.org/10.1108/IJCHM-05-2020-0477>
- Khan, I., Hollebeek, L. D., Fatma, M., Islam, J. U., Rather, R. A., Shahid, S., & Sigurdsson, V. (2023). Mobile app vs. desktop browser platforms: The relationships among customer engagement, experience, relationship quality and loyalty intention. *Journal of Marketing Management*, 39(3–4), 275–297. <https://doi.org/10.1080/0267257X.2022.2106290>

- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kotler, P., & Armstrong, G. (2021). *Principles of marketing*. Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.) Pearson Prentice Hall, Inc.
- Kumar, V., & Reinartz, W. (2016). Creating enduring customer value. *Journal of Marketing*, 80(6), 36–68. <https://doi.org/10.1509/jm.15.0414>
- Laparojkit, S., & Suttipun, M. (2022). The causal factors influencing repurchase intentions of local tourists in Thailand during COVID-19 crisis. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-05-2021-0122>
- Lasrado, F., Thaichon, P., & Nyadzayo, M. W. (2023). Exploring the role of relationship management and relationship quality in B2B: Empirical insights and future research directions. *Journal of Business & Industrial Marketing*, 38(5), 1055–1086. <https://doi.org/10.1108/JBIM-05-2021-0267>
- Latif, M. S., & Lanxia, Z. (2019). The impact of service recovery on repurchase intentions: A moderated mediation model. *Journal of Research in Administrative Sciences*, 8(1), 10–25. <https://doi.org/10.47609/JRAS2019v8i1p3>
- Leckie, C., Rayne, D., & Johnson, L. W. (2021). Promoting customer engagement behavior for green brands. *Sustainability*, 13(15), 8404. <https://doi.org/10.3390/su13158404>
- Lee, C. H., Chen, C. W., Chen, W. K., & Lin, K. H. (2021). Analyzing the effect of social support and customer engagement on stickiness and repurchase intention in social commerce: A trust transfer perspective. *Journal of Electronic Commerce Research*, 22(4), 363–381.
- Lee, D. H. (2023). The trinity of extended service quality, distinct perceived value, and customer loyalty facilitators. *Asia Pacific Journal of Marketing and Logistics*, 35(5), 1262–1287. <https://doi.org/10.1108/APJML-01-2022-0048>
- Lee, H. J., & Yun, Z. S. (2015). Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. *Food Quality and Preference*, 39, 259–267. <https://doi.org/10.1016/j.foodqual.2014.06.002>
- Lei, S. I., Liu, G., Shen, H., Ye, S., & SiTou, C. F. (2023). An integrated model of customers' intention to reuse information service: What's new for conversational agents? *Tourism Analysis*, 28(4), 527–543. <https://doi.org/10.3727/108354222X16695905601997>
- Lemeshow, S., Hosmer, D. W., Klar, J., & Lwanga, S. K. (1997). *Sample size in health research*.
- Lian, S. B., & Yoong, L. C. (2019). Assessing the young consumers' motives and purchase behavior for organic food: An empirical evidence from a developing nation. *International Journal of Academic Research in Business and Social Sciences*, 9(1), 69–87. <https://doi.org/10.6007/IJARBS/v9-i1/5364>
- Lin, Y. T., Tseng, T. H., Chang, A., & Yang, C. C. (2022). A value adoption approach to sustainable consumption in retail stores. *International Journal of Retail & Distribution Management*, 50(11), 1412–1435. <https://doi.org/10.1108/IJRDM-07-2021-0326>
- Luo, X., Cheah, J. H., Hollebeek, L. D., & Lim, X. J. (2024). Boosting customers' impulsive buying tendency in live-streaming commerce: The role of customer engagement and deal proneness. *Journal of Retailing and Consumer Services*, 77, 103644. <https://doi.org/10.1016/j.jretconser.2023.103644>
- Mahdi, M., Rinuastuti, H., & Saufi, A. (2021). Influence of trust on customer engagement and intention to reuse ferry transportation modes Lembar–Padangbai. *International Journal of Multicultural and Multireligious Understanding*, 8(12), 475–482. <https://doi.org/10.18415/ijmmu.v8i12.3156>
- Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business Management Decision*, 9(1), 2028331.
- Mason, M. C., Oduro, S., Umar, R. M., & Zamparo, G. (2023). Effect of consumption values on consumer behavior: A meta-analysis. *Marketing Intelligence & Planning*, 41(7), 923–944. <https://doi.org/10.1108/MIP-03-2023-0100>
- Mehdi, M. M., Kler, A., & Nafees, L. (2024). Factors influencing m-loyalty and customer reuse intention toward mobile instant messaging services. *Journal of Business & Industrial Marketing*, 39(1), 66–84. <https://doi.org/10.1108/JBIM-01-2023-0021>
- Meyer-Waarden, L., Bruwer, J., & Galan, J. P. (2023). Loyalty programs, loyalty engagement and customer engagement with the company brand: Consumer-centric behavioral psychology insights from three industries. *Journal of Retailing and Consumer Services*, 71, 103212. <https://doi.org/10.1016/j.jretconser.2022.103212>
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. U. A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>
- Miranti, M. G., & Tukiran, T. (2020). Description of knowledge, attitude, and consumption behaviour of supplements drink for elderly to improve the immunity systems in Covid-19 pandemic. *Miseic 2020*. <https://miseic.conference.unesa.ac.id/index.php/ocs/miseic2020/paper/view/2622/0>
- Molinillo, S., Anaya-Sánchez, R., & Liébana-Cabanillas, F. (2020). Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites. *Computers in Human Behavior*, 108, 105980. <https://doi.org/10.1016/j.chb.2019.04.004>

- Munsch, A. (2021). Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. *Journal of Global Scholars of Marketing Science*, 31(1), 10–29. <https://doi.org/10.1080/21639159.2020.1808812>
- Oliveira, T., Alinho, M., Rita, P., & Dhillon, G. (2017). Modelling and testing consumer trust dimensions in e-commerce. *Computers in Human Behavior*, 71, 153–164. <https://doi.org/10.1016/j.chb.2017.01.050>
- Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Pardede, C. R., Lapian, S. L. H. V. J., & Pandowo, M. (2018). The influence of perceived value and trust on repurchase intention in Shopee online shopping. *Journal EMBA*, 6(1), 331–340.
- Peiris, T. K. A., Jasingha, D., & Rathnasiri, M. S. H. (2024). Examining the effect of consumption values on green FMCG purchase behaviour: A focus on the theory of consumption values. *Management & Sustainability: An Arab Review*. <https://doi.org/10.1108/MSAR-07-2023-0040>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6), e04284. <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Petravičiūtė, K., Šeinauskienė, B., Rūtelionė, A., & Krukowski, K. (2021). Linking luxury brand perceived value, brand attachment, and purchase intention: The role of consumer vanity. *Sustainability*, 13(12), 6912. <https://doi.org/10.3390/su13126912>
- Plank, R. E., Reid, D. A., & Pullins, E. B. (1999). Perceived trust in business-to-business sales: A new measure. *Journal of Personal Selling and Sales Management*, 19(3), 61–71.
- Putra, A. R., Musnadi, S., & Chan, S. (2019). Analysis of behavioral intention to use a community-based information system in the city of Banda Aceh, Indonesia. *Expert Journal of Marketing*, 7(2), 93–99.
- Qasim, H., Yan, L., Guo, R., Saeed, A., & Ashraf, B. N. (2019). The defining role of environmental self-identity among consumption values and behavioral intention to consume organic food. *International Journal of Environmental Research and Public Health*, 16(7), 1106. <https://doi.org/10.3390/ijerph16071106>
- Qin, F., Le, W., Zhang, M., & Deng, Y. (2023). How perceived attributes of livestreaming commerce influence customer engagement: A social support perspective. *Journal of Service Theory and Practice*, 33(1), 1–22. <https://doi.org/10.1108/JSTP-01-2022-0022>
- Rather, R. A. (2018). Consequences of consumer engagement in service marketing: An empirical exploration. *Journal of Global Marketing*, 1(1), 1–20.
- Rinenggo, Aswindaru, Sudiro, Achmad, Hussein, Ananda Sabil, Sunaryo, (2024). Trustworthiness in Indonesia health-care: Fostering loyalty in B2B relationships. *Cogent Business & Management*, 11(1), 2371991. <https://doi.org/10.1080/23311975.2024.2371991>
- Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal of Retailing and Consumer Services*, 67, 102988. <https://doi.org/10.1016/j.jretconser.2022.102988>
- Sekaran & Bougie. (2016). *Research methods for business: A skill-building approach* (7th ed.). John Wiley & Sons.
- Servera-Francés, D., Fuentes-Blasco, M., & Piqueras-Tomás, L. (2020). The importance of sustainable practices in value creation and consumers' commitment with companies' commercial format. *Sustainability*, 12(23), 9852. <https://doi.org/10.3390/su12239852>
- Sharma, V. M., & Klein, A. (2020). Consumer perceived value, involvement, trust, susceptibility to interpersonal influence, and intention to participate in online group buying. *Journal of Retailing and Consumer Services*, 52(1), 101946. <https://doi.org/10.1016/j.jretconser.2019.101946>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Siddique, Z. R., Saha, G., & Kasem, A. R. (2021). Estimating green purchase behavior: An empirical study using integrated behavior model in Bangladesh. *Journal of Asia Business Studies*, 15(2), 319–344. <https://doi.org/10.1108/JABS-04-2019-0120>
- Soren, A. A., & Chakraborty, S. (2024). Adoption, satisfaction, trust, and commitment of over-the-top platforms: An integrated approach. *Journal of Retailing and Consumer Services*, 76, 103574. <https://doi.org/10.1016/j.jretconser.2023.103574>
- Spence, C. (2020). Food and beverage flavour pairing: A critical review of the literature. *Food Research International (Ottawa, Ont.)*, 133, 109124. <https://doi.org/10.1016/j.foodres.2020.109124>
- Suleman, D., Zuniarti, I., & Sabil, Bina Sarana Informatika University. (2013). Consumer decisions toward fashion product shopping in Indonesia: The effects of attitude, perception of ease of use, usefulness, and trust. *Management Dynamics in the Knowledge Economy* 7(2), 133–146. <https://doi.org/10.25019/MDKE/7.2.01>
- Tabachnick, B. G., & Fidell, L. S. (2006). *Using multivariate statistics* (5th ed.). Allyn and Bacon.
- Thakur, M., Kumar, R., & Madhu. (2023). Analysing the aspects of sustainable consumption and impact of product quality, perceived value, and trust on the green product consumption. *International Social Science Journal*, 73(248), 499–513. <https://doi.org/10.1111/issj.12412>
- Tseng, T. H., Lee, C. T., Huang, H. T., & Yang, W. H. (2022). Success factors driving consumer reuse intention of mobile shopping application channel. *International Journal of Retail & Distribution Management*, 50(1), 76–99. <https://doi.org/10.1108/IJRDM-08-2020-0309>

- Van de Wetering, R., Doe, J., van den Heuvel, R., & Al Halbusi, H. (2023). How do SMEs shape business model innovation? A digital infrastructure, improvisational, and dynamic capability perspective (October 11, 2023). *SSRN Electronic Journal*. <https://ssrn.com/abstract=4599211>; <https://doi.org/10.2139/ssrn.4599211>
- Verhoef, P. C., Reinartz, W. J., & Krafft, M. (2010). Customer engagement as a new perspective in customer management. *Journal of Service Research*, 13(3), 247–252. <https://doi.org/10.1177/1094670510375461>
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122–146. <https://doi.org/10.2753/MTP1069-6679200201>
- Wandoko, W., & Panggati, I. E. (2022). The influence of digital influencer, e-WOM and information quality on customer repurchase intention toward online shop in e-marketplace during pandemic COVID-19: The mediation effect of customer trust. *Journal of Relationship Marketing*, 21(2), 148–167. <https://doi.org/10.1080/15332667.2022.2035198>
- Watanabe, E. A. D. M., Alfinito, S., Curvelo, I. C. G., & Hamza, K. M. (2020). Perceived value, trust and purchase intention of organic food: A study with Brazilian consumers. *British Food Journal*, 122(4), 1070–1184. <https://doi.org/10.1108/BFJ-05-2019-0363>
- Wijaya, A. P., & Annisa, I. T. (2020). The influence of brand image, brand trust and product packaging information on purchasing decisions. *Jurnal Analisis Bisnis Ekonomi*, 18(1), 24–35. <https://doi.org/10.31603/bisnisekonomi.v18i1.3077>
- Xie, L., Guan, X., He, Y., & Huan, T.-C. (2022). Wellness tourism: Customer-perceived value on customer engagement. *Tourism Review*, 77(3), 859–876. <https://doi.org/10.1108/TR-06-2020-0281>
- Yang, H., & Xia, L. (2022). Leading the sharing economy: An exploration on how perceived value affecting customers' satisfaction and willingness to pay by using DiDi. *Journal of Global Scholars of Marketing Science*, 32(1), 54–76. <https://doi.org/10.1080/21639159.2020.1808833>
- Ye, S., Chen, S., & Paek, S. (2023). Moderating effect of trust on customer return intention formation in peer-to-peer sharing accommodation. *Journal of Hospitality & Tourism Research*, 47(2), 328–353. <https://doi.org/10.1177/10963480211014249>
- Yuen, K. F., Wong, Y. D., Ma, F., & Wang, X. (2020). The determinants of public acceptance of autonomous vehicles: An innovation diffusion perspective. *Journal of Cleaner Production*, 270(1), 121904. <https://doi.org/10.1016/j.jclepro.2020.121904>
- 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>
- Zeqiri, J., Ramadani, V., & Aloulou, W. J. (2023). The effect of perceived convenience and perceived value on intention to repurchase in online shopping: The mediating effect of e-WOM and trust. *Economic Research-Ekonomska Istraživanja*, 36(3), 2153721. <https://doi.org/10.1080/1331677X.2022.2153721>
- Zhang, Y., Zhang, J., Yan, J., Qi, X., Wang, Y., Zheng, Z., Liang, J., Ling, J., Chen, Y., Tang, X., Zeng, X., Yu, P., & Zhang, D. (2024). Application of fermented Chinese herbal medicines in food and medicine field: From an antioxidant perspective. *Trends in Food Science & Technology*, 148, 104410. <https://doi.org/10.1016/j.tifs.2024.104410>