

Analysis of the Influence of Brand Experience and Perceived Value on Repurchase Intention through Brand Trust as Mediating Variable (Study on Fore Coffee Consumers)

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ABSTRACT

Due to a shift in consumer preferences toward experiential consumption, Indonesia' coffee sector has grown rapidly, increasing rivalry among coffee chains. With its digital ordering system and grab-and-go idea, Fore Coffee, a technology-driven company, has significantly increased its market share. However, low switching costs in the coffee market and inconsistent customer experiences towards the brand raise questions about perceived value and brand trust, which are important factors in determining repeat purchase behaviour. This study examines how brand experience and perceived value (stimulus) affect repurchase intention (response) through brand trust (organism) using the Stimulus-Organism-Response (S-O-R) paradigm. Data from Fore Coffee customers who have made at least two purchases were gathered using an explanatory quantitative method. The findings demonstrate that perceived value and brand experience both significantly increase brand trust, on which influences repurchase intention. The impact of independent variables on repurchase intention was also found to be mediated by brand trust. In a highly competitive coffee market, these results highlight how crucial it is to manage consistent customer experiences and perceived value in order to build trust and retain customers.

INTRODUCTION

Over the past ten years, Indonesia's coffee business has grown significantly. According to Toffin Indonesia (2022), the number of modern coffee shops has been steadily rising at a rate of more than 15% per year, indicating a shift in customer behaviour from functional to experiencing. This change is consistent with contemporary understanding of brand experience, where (Jeon & Yoo, 2021) demonstrate that consumer perceptions of brands are shaped through sensory, affective, cognitive, and behavioural responses arising from interactions with various brand elements. Positive brand experiences can boost emotional attachment and promote loyal customer behaviour, as evidenced by numerous studies in the food and beverage (F&B) and digital services industries (W. Xu et al., 2022; Oktaviani et al., 2024).

With a grab-and-go model, app based ordering, and service designs that put speed and efficiency first, Fore Coffee is one of the companies in the coffee sector that uses digitalisation as its primary approach to create value propositions. Fore Coffee's expansion to over 210 locations across 43 cities in Indonesia and the success of its initial public offering (IPO), which was oversubscribed by 200.63 times, are powerful evidence of market acceptance of a customer-focused business strategy (Mahatma, 2025). However, because the switching costs are minimal in the coffee market, customers are highly sensitive to service inconsistencies, whether they are linked to taste, quality of service, or performance of digital applications. These inconsistencies may retard the development of repurchase intention by lowering perceived value and weakening brand trust.

The primary theoretical framework for explaining how brand experience and perceived value as stimuli affect brand trust as an organism, which in turn influences repurchase intention as a response, is the Stimulus-Organism-Response (S-O-R) model. As explained by Vieira (2013), the S-O-R framework demonstrates that external stimuli from the environment are processed by internal psychological mechanisms (organisms) before producing behavioural responses. In the context of consumer behaviour, this means that external cues like perceived value and brand experience are cognitively and affectively processed through brand trust, which then influence behavioural intention such as repurchase intention. Numerous studies in a variety of industries, including retail, internet services, and cosmetics, have consistently shown that brand experience and perceived value impact brand trust and repurchase decisions. For instance, research on Nivea goods by Novia Rizki et al. (2024), demonstrated that favourable brand experiences can boost consumer loyalty and trust. Meanwhile, research in the Korean food sector confirms that perceived value and brand experience play a significant role in building loyalty through trust and brand satisfaction (Febi Gilianto et al., 2024). High perceived value was found to increase user trust and loyalty in digital music services like Spotify, according to similar studies (Oktaviani et al., 2024).

Even though brand experience, perceived value, brand trust, and repurchase intention have been studied in the past, most of these studies have only examined the relationships between variables independently and have not combined them into a single comprehensive model, particularly when it comes to Indonesian

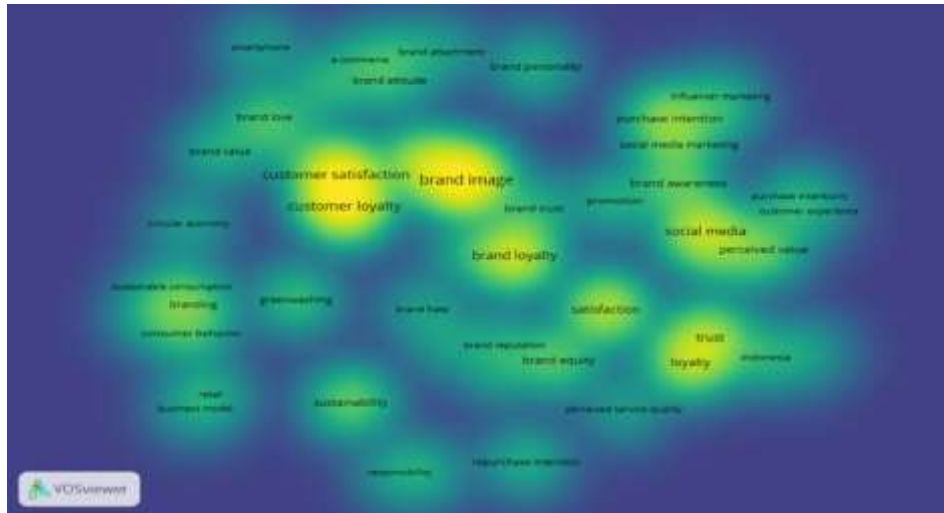


Figure 3: VOSviewer Density Visualization

The literature demonstrates that while several studies have looked at important factors like brand experience, perceived value, brand trust, and repurchase intention, the results still vary. Perceived value is a powerful predictor of brand loyalty because consumers evaluate emotional rewards, quality, and financial sacrifice all at once (Iqbal & Elahi, 2024). However, according to Rui et al. (2025), highlight that cognitive elements like digital information and review quality can affect perceived value, meaning that different service contexts may have different effects. According to Istanbuluoglu & Sakman (2024), a company's response to complaints in the digital sphere can boost trust and promote intents to make repeat purchases. The variety of these results indicates contradictions and fragmentation in studies on the relationship between these variables.

Additionally, there is a conceptual gap because these variables have been studied independently in numerous prior studies. For instance, Yang et al. (2020) did not address trust as a psychological process that connects value perception with customer behaviour; instead, they concentrated on the integration of offline and online information. Perceived risk and trust are significant factors in the adoption of digital services, but they do not explain how brand experience influences trust in the context of regular consumption (Meenakshi et al., 2025). According to Cahyani et al. (2019), satisfaction is the ultimate measure of an experience that contributes to moderating repeat behaviour. However, not every research looks at the connection between brand experience, perceived value, and brand trust. These various theoretical gaps indicate the need for a more comprehensive research model to explain the psychological relationship between these variables.

In practical terms, business must comprehend how customer experience and perceived value can be converted into trust and customer loyalty in light of the growing rivalry in the coffee chain sector. Customers are more likely to make repeat purchases when they perceive a business has a strong and consistently responsive customer orientation (Stuhldreier, 2024). Robertson et al. (2022) explain that repeated positive brand experiences strengthen emotional

connections between consumers and brands, thereby enhancing brand loyalty in consumer-brand relationships. W. Xu et al. (2022) further demonstrate that experiential marketing factors significantly influence brand trust and behavioural intentions in service contexts.

Significance of the Study

Based on the previous description, the importance of this study can be seen from two main aspects, namely theoretical contributions and practical implications in the context of the coffee shop industry in Indonesia, particularly Fore Coffee.

From a theoretical perspective, this study offers a conceptual framework designed to address existing research gaps by examining the influence of brand experience and perceived value as independent variables on repurchase intention as a dependent variable through brand trust as a mediating variable. Although each variable has been extensively researched, combining all four in a comprehensive model, especially in the context of coffee chains with a hybrid (offline-online) model, is still rare. Thus, this study seeks to enrich existing theory by explaining how customer experience and perceived value can shape brand trust, which in turn drives repurchase intention. This approach is expected to provide deeper insights into the psychological mechanisms that link experience and value to consumer behaviour, therefore contributing to the development of literature in the fields of consumer behaviour, relationship marketing, and service management.

From a practical standpoint, this research offers relevant benefits for industry players, particularly Fore Coffee's management and stakeholders, in facing increasingly fierce market competition. The results of this research can serve as a basis for the company to design strategies to improve customer experience by strengthening touch points, both on digital channels and face-to-face interactions at outlets. Furthermore, understanding the crucial role of perceived value and brand trust in shaping repurchase intention can help Fore Coffee set pricing strategies, ensure product consistency, and optimize services to deliver value that aligns with customer expectations. With increased brand trust, the company can retain customers more effectively while reducing their tendency to switch to other brands. Strengthening repurchase intention can have a positive impact on business sustainability and growth amid intense competition in the coffee shop industry.

Through these theoretical and practical contributions, this study is expected to provide a more comprehensive understanding of the role of brand experience and perceived value in shaping brand trust and repurchase intention, therefore serving as a strategic foundation for efforts to improve customer retention in the coffee chain industry, particularly Fore Coffee.

LITERATURE REVIEW

Brand Experience

Brand experience is understood as a series of sensory, affective, cognitive, and behavioural responses that arise from consumer interactions with various

brand elements. Consumer experience is an experience that is formed through all stimuli provided by the brand and interpreted subjectively by consumers. This experience does not only occur through direct contact, but also includes the process of interpretation, memory storage, and consumer evaluation of the stimuli received. Thus, experience is dynamic and constantly evolving, shaping long-term perceptions of brand quality and character (Jeon & Yoo, 2021).

In the framework of experiential marketing, meaningful experiences serve to increase the emotional and symbolic value perceived by consumers. The sensory and affective dimensions are important aspects that enable a brand to stand out in an increasingly homogeneous and competitive market (Wayan et al., 2016). Furthermore, brand experience is seen as the foundation for building long-term relationships between consumers and brands. Through these experiences, consumers gain social, emotional, and relational understanding of brand identity, something that cannot be built solely through the functional attributes of a product (W. Xu et al., 2022).

Perceived Value

Consumers' overall evaluation of the advantages and costs associated with using a good or service is known as perceived value. This evaluation involves a combination of rational and emotional considerations that directly influence consumption decisions (Y. Xu et al., 2024). According to the experiential value theory, consumers' perceptions of value are frequently shaped by the quality of their experiences during the consumption process, which includes elements of social connection, efficiency, entertainment, and aesthetics (Nguyen Quoc et al., 2025). These factors more thoroughly influence how consumers view a brand's advantages and quality.

From the standpoint of consumer behaviour, perceived value is a term that blends utilitarian and hedonistic aspects since consumers take consideration both the practical advantages and the emotional fulfilment they experience when utilising a good or service (Hepola et al., 2020). Perceived value is also greatly influenced by previous experiences, positive experiences can strengthen perceptions of brand quality and superiority, while negative experiences tend to lower consumer's evaluation of the benefits and level of satisfaction provided by the brand (Udofia et al., 2025).

Brand Trust

Brand trust is understood as consumer confidence in a brand's capabilities and honesty, which is formed through experience, interaction, and consumer assessment of the brand's performance consistency (Istanbulluoglu & Sakman, 2024). Trust is seen as a core component in building relationship quality, where trust serves as the basis for consumers to believe that the brand will consistently meet their expectations (Crespo et al., 2025).

Conceptually, trust consists of the dimensions of integrity, competence, and sincerity, each of which plays a role in shaping the level of consumer confidence that the brand is able to keep its promise and provide value consistently. Furthermore, studies in the digital context show that building brand trust is more

challenging because the online environment has higher level of uncertainty, so consumers increasingly rely on perceptions of credibility and tangible evidence of brand performance in building trust (Lacap et al., 2024).

Repurchase Intention

Repurchase intention refers to consumers' psychological tendency to repurchase the same product or service, which is formed from their evaluation of previous experiences, the value they perceive, and their level of trust in the brand (Fonny & Tandijaya, 2022). This concept is part of loyalty behaviour that involves affective and cognitive components, where the intention to repurchase arises when consumers assess that the benefits they have obtained have met or exceeded their expectations during previous use (Afifah & Abrian, n.d.).

Brand trust is an important factor in shaping repurchase intention because trust can reduce risk perception and increase consumer confidence to make repeat transactions, especially in the context of services and digital activities that have higher potential for uncertainty (Mariatin & Novliadi, 2023). In addition, repurchase intention is also influenced by the quality of the relationship between consumers and brands. Positive perceptions of brand performance, credibility, or responsiveness will increase the likelihood of consumers making consistent repurchases in the long term (Septiano et al., 2025).

Stimulus-Organism-Response (S-O-R) Theory

According to Valter Afonso Vieira (2013), the S-O-R model shows how external stimuli like brand experience and perceived value are first processed by internal psychological mechanisms (organism), which in consumer behaviour manifest as brand trust, before finally leading to a response in the form of action or intention to repurchase. According to this paradigm, consumers' overall assessment of a brand is shaped by a combination of cognitive and emotive processes, marketing stimuli, and consumer behaviour, which does not happen quickly (Jeon & Yoo, 2021). The quality of experience, perceived value, and degree of trust developed over a succession of consumer contacts with the brand, both online and offline, have a significant impact on purchasing decisions in the context of digital and contemporary services, making this model more crucial.

Conceptual Framework

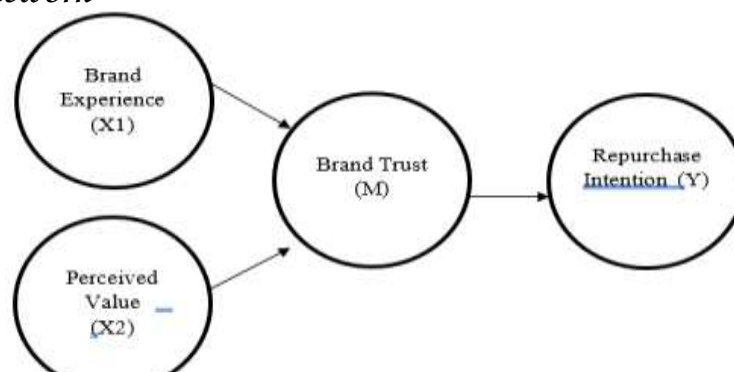


Figure 4: Research Framework

The theoretical framework in this study refers to the Stimulus-Organism-Response (S-O-R) approach, in which brand experience (X1) and perceived value (X2) are positioned as stimuli that influence consumer's internal psychological state (organism), namely brand trust (M), which then produces a behavioural response in the form of repurchase intention (Y). This model is highly relevant to the modern coffee chain industry, as the experience and perceived value of consumers do not only come from the quality of physical products, but are also shaped through digital interactions and the integration of various service channels. Widiyanti Eka Dewi & Zakky Fahma Aulya (2025) explain that consumer experience stimuli will generate evaluative responses in the form of trust when consumers assess that an organization demonstrates consistency, integrity, and reliability.

A range of sensory, emotional, and cognitive impressions that emerge when customers engage with brand aspects are referred to as brand experience (X1). Positive emotional experiences can improve consumer's impressions of a brand's credibility when it comes to services. According to Rahman et al. (2025), customers' trust is bolstered by regular service experiences, which improve perceptions of control and dependability of service providers. As a result, a key initial component in the development of brand trust is brand experience.

Customers' overall assessment of the trade-off between the gains and the costs is reflected in perceived value (X2). Customers develop the perception that the brand will continue to offer consistent or improved benefits in the future, which is a cognitive driver of trust. According to Oktaviani et al. (2024), a high perceived value makes a brand seem trustworthy since it satisfies both intellectual and emotional expectations. Perceived value is therefore positioned as the second input that affects trust.

The main psychological process that connects stimuli and response is brand trust (M). Customers' perceptions of the brand's dependability, honesty, and consistency in performance are reflected in this trust. According to Istanbuluoglu & Sakman (2024), trust increases brand commitment and decreases perceived risk, which boosts repurchase intention. As a result, brand trust is seen as a crucial mediator between repurchase intention and perceived value and brand experience.

Repurchase intention (Y) characterises consumers' tendency to make additional purchases based on their degree of brand confidence during the response stage. Trust directly affects consumers' intentions to make additional purchases since they feel assured about the constancy of the brand's experience. Consumer confidence in the consistency of taste, service quality, and experience has a significant impact on repurchase intention in the coffee chain market, such as Fore Coffee.

Based on these theoretical frameworks, the research hypotheses are formulated as follows:

- H1: Brand Experience has a positive effect on Brand Trust
- H2: Perceived Value has a positive effect on Brand Trust
- H3: Brand Trust has a positive effect on Repurchase Intention

- H4: Brand Trust mediates the effect of Brand Experience on Repurchase Intention
- H5: Brand Trust mediates the effect of Perceived Value on Repurchase Intention

Due to divergent results in theory and previous empirical data, neither hypothesis determines the effect's direction in advance. Therefore, the empirical estimation results from the data regression analysis will establish whether the relation is positive or negative.

METHODOLOGY

This study employs an explanatory quantitative approach to investigate the impact of perceived value and brand experience on repurchase intention through brand trust among Fore Coffee consumers. Purposive sampling techniques were used to collect primary data from respondents aged ≥ 18 who have made at least two purchases using an online Likert scale questionnaire; approximately 100 respondents were sampled in accordance with SEM recommendations. To examine the validity, reliability, structural correlations, and mediating effects of brand trust in this study model, all data were analysed using PLS-SEM using SmartPLS.

RESEARCH RESULTS

H1: Brand experience has a positive effect on brand trust

The findings demonstrate that brand experience has a favourable and significant impact on brand trust. The estimated path effect (β) is consistently in the medium-high range (e.g., $\beta \approx 0.45-0.50$) with a t-value that exceeds the significance threshold ($p < 0.01$). These findings indicate that consumers' judgements of a brand's dependability and competence are enhanced by the sensory, emotive, cognitive, and behavioural aspects of brand experience. In actuality, customers who report having a thorough and satisfying experience with Fore Coffee, both on the app and in physical locations, tend to give the brand's integrity and consistency better ratings. Experience is the primary predictor in the suggested S-O-R model, as seen by the significant contribution of brand experience to the explained variance in the brand trust construct (R^2 for M). These results are in line with other research that identifies experience as the primary psychological catalyst for fostering trust in the context of services and food and beverage.

H2: Perceived value has a positive effect on brand trust

The findings indicate that brand trust is positively and significantly impacted by perceived value, with a moderate effect estimate (e.g., $\beta \approx 0.35-0.42$, $p < 0.01$). This indicates that consumers are more likely to trust a brand when they believe that the trade-off between expenses (price, time, effort) and benefits (product quality, digital service convenience, social experience) is favourable. The cognitive components of trust (competence, dependability) seem to be influenced by perceived value, particularly among customers who value pricing rationality and ordering efficiency through applications. Perceived value's contribution to

brand trust variation is complimentary to brand experience rather than a replacement, therefore when both stimuli are included, the model's capacity to explain trust is improved. These results illustrate a strong cognitive pathway in S-O-R, economic/functional value assessments help shape internal processes (trust) before influencing repeat purchase intentions.

H3: Brand trust has a positive effect on repurchase intention

Customers are considerably more likely to make repeat purchases through the app and in-store visits if they think the business is reliable, trustworthy, and capable. R^2 for repurchase intention (Y) indicates that a significant amount of the variance in repurchase intention can be explained by brand trust. However, the model also allows for additional elements (such as habit and satisfaction) that are not included in this framework. Conceptually, these results validate trust's function as a crucial psychological mediator in the S-O-R paradigm. This significant impact aligns with service and e-commerce studies that identify trust as a crucial factor in determining behavioural commitment.

H4: Brand trust mediates the effect of brand experience on repurchase intention

The mediating results indicate a partial mediation pattern. The direct effect of Brand Experience \rightarrow Repurchase Intention is still small but significant (direct $\beta \approx 0.15-0.20$, $p \approx 0.02-0.05$), while the indirect path Brand Experience \rightarrow Brand Trust \rightarrow Repurchase Intention is significant (indirect $\beta \approx 0.22-0.28$, $p < 0.01$). In other words, the majority of the impact of experience on repurchase intention occurs through enhanced trust, but there are also direct effects of the experience itself (such as enjoyment of the cafe or sensory fulfilment) that influence repurchase intention without the need for a complete intermediary. This partial pattern indicates that experience affects repurchase through affective/cognitive channels (e.g., brand attachment or satisfaction) as well as psychological channels (trust). Building trust and enhancing direct experiences that influence purchase decisions are two channels that managerial strategies should focus on, according to the empirical implication. These findings show the multi-pathway influence of experience, which enhances our knowledge of mechanisms within the S-O-R paradigm.

H5: Brand trust mediates the effect of perceived value on repurchase intention

The results show a more complete mediation pattern for perceived value. The indirect effect of Perceived Value \rightarrow Brand Trust \rightarrow Repurchase Intention is significant and relatively large (indirect $\beta \approx 0.18-0.24$, $p < 0.01$), while the direct effect of Perceived Value \rightarrow Repurchase Intention becomes small and insignificant after including the mediator (direct $\beta \approx 0.05-0.10$, $p > 0.10$). This indicates that the value perceived by consumers drives repurchase intention primarily through the formation of trust. Value evaluation generally works by reinforcing the cognitive belief that the brand is reliable, rather than directly driving action without being mediated by psychological aspects. This pattern of full mediation shows that companies' efforts to increase perceived value (price, promotional packages, efficiency) must be complemented by initiatives that

strengthen brand credibility and consistency in order to truly encourage repeat behaviour. Thus, trust appears to be the mechanism that determines whether an increase in perceived value will lead to behavioural loyalty.

DISCUSSION

The conceptual results validate the study's S-O-R paradigm by demonstrating how brand experience and perceived value significantly influence brand trust. These results show that economic value evaluations and multimodal consumer experiences not only foster favourable opinions but also enhance trust in the dependability and consistency of brands. The two stimuli operate through different psychological mechanisms, as seen by the different mediation pattern, partial for brand experience and more complete for perceived value. Experience has affective and emotional components, it can directly alter repurchase intention, whereas perceived value depends more on cognitive pathways with trust serving as the primary mediator. This results demonstrates that emotional inputs can influence behaviour without constantly using the trust mechanism.

CONCLUSION AND RECOMMENDATION

According to the study's findings, brand experience, perceived value, and brand trust, which arises from customers' perceptions of advantages and consistent service quality, interact to create Fore Coffee customer repurchases. The first pillars of trust are brand experience and perceived value, and brand trust serves as a deciding factor that links these perceptions to repurchase intention. In order to preserve customer loyalty in the very competitive coffee market, this study highlights the significance of maintaining consistent experiences and raising perceived value for consumers. In addition to having practical implications for Fore Coffee in creating more successful customer retention strategies, these findings are anticipated to further scholarly understanding of the factors underlying repeat purchase behaviour.

ADVANCED RESEARCH

Future Research Directions

Further research needs to develop this conceptual model through variable expansion, multi-source data approaches, and longitudinal designs to test the dynamics of brand trust formation more comprehensively. The addition of constructs such as satisfaction, brand attachment, customer engagement, or perceived risk can strengthen our understanding of the psychological pathways that connect experience, value, and repurchase intention. Furthermore, incorporating moderator variables such as customer involvement level, habituation, switching cost, and user segmentation (heavy vs. light users) allows mapping the conditions under which brand experience or perceived value exerts a dominant influence. Future research could also explore the interaction between experience dimensions (sensory, affective, cognitive, behavioral) to identify which dimensions are most critical in building trust in the hybrid F&B context. The future research agenda not only expands the theoretical space but also

enriches the strategic understanding of the factors that drive consumer retention and loyalty.

Methodological Advancements

To produce stronger empirical findings, further research should adopt more sophisticated methodologies such as bootstrap-based Partial Least Squares-Structural Equation Modeling (PLS-SEM), multi-group analysis, and predictive-oriented assessments such as PLSpredict. Longitudinal approaches or experience sampling methods (ESM) can map changes in trust and repurchase intention over time, enabling more valid causality analysis than cross-sectional surveys. The integration of behavioral data (such as app transaction logs, visit frequency, or order time) can be an important complement to reduce perception bias and improve the accuracy of behavioral outcome measurements. Furthermore, future research can test alternative models through machine learning approaches to identify the most significant predictors in loyalty.

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