

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

Made Ayu Raihandra Acyuta Navani Widantya¹ I Gst. A. Kt.Gd. Suasana²

¹Faculty of Economics and Business, Udayana University, Denpasar, Bali, Indonesia
e-mail: Acyuta.w9@gmail.com

ABSTRACT

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

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

INTRODUCTION

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

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