

THE EFFECT OF PERCEIVED VALUE AND ONLINE CUSTOMER REVIEWS ON REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE (A Study of Sand Beach Bar Restaurant Bali)

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Abstract

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

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

INTRODUCTION

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