

## The Influence of Brand Experience, Perceived Value, Brand Preference, and Customer Satisfaction on Repurchase Intention at Mixue Beverage Stores in Indonesia

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### ABSTRACT

*This study examines the influence of brand experience, perceived value, brand preference, and customer satisfaction on repurchase intentions within the competitive landscape of the international beverage market, focusing on Mixue's operations in Indonesia. Amidst the challenges of globalization, where emotional and psychological customer responses significantly affect purchasing decisions and brand loyalty, this research aims to delineate the factors critical to consumer retention strategies. Utilizing a quantitative approach, data were collected from 163 respondents in the Greater Jakarta area, all of whom had recent transactions with Mixue. The analysis, conducted using the Partial Least Square Structural Equation Model (PLS-SEM), demonstrates that brand experience, perceived value, brand preference, and customer satisfaction each significantly enhance repurchase intentions. These findings underscore the importance of sensory and emotional engagement in improving brand perception and satisfaction, which are pivotal in driving customer loyalty and repeat business. Consequently, the study suggests that beverage companies should focus on optimizing these elements through strategic sensory branding and reasonable pricing to bolster brand preference and sustain growth in a highly competitive environment.*

## 1. INTRODUCTION

Amid the rapid growth of Indonesia's food and beverage sector, Mixue, a Chinese beverage company, has significantly bolstered the domestic economy through the swift expansion of its outlets. The company grew from 317 stores in March 2022 to 692 stores by December 2022, across various provinces such as West Java, East Java, and Central Java (Maharani & Alexander, 2023; Wijayanti, 2023). Mixue's success in expanding its network demonstrates its ability to adapt to the dynamics of the Indonesian market, attracting a diverse range of consumers through affordable pricing, large portions, product innovations such as ice cream and combination beverages, and effective social media marketing strategies (Tiofani & Agmasari, 2022).

Mixue demonstrated remarkable growth with its revenue surging from ¥2.566 billion in 2019 to ¥10.351 billion in 2021, alongside improvements in gross profit, net profit, and liquidity ratios. To achieve sustained success, Mixue must consistently assess the elements that affect customers' intention to repurchase, including brand experience, perceived value, brand preference, and customer satisfaction. The intention to repurchase serves as a vital measure of customer satisfaction and long-term loyalty to the brand, which can also help lower marketing expenses related to attracting new customers. Studies suggest that retaining existing customers is more cost-effective and efficient than acquiring new ones (Reichheld & Scheffer, 2000)

Factors influencing repurchase intention include positive brand experience, customer satisfaction, perceived value, and brand preference. When customers have a positive experience with a brand, whether through product quality, responsive customer service, or the alignment of price with perceived value, they are more likely to repurchase the product or service (Anderson & Srinivasan, 2003). Customer satisfaction, influenced by product quality, perceived value, good service, and brand experience, is a key factor in repurchase intention and can turn customers into brand ambassadors (Oliver, 1999) Although research on brand experience generally focuses on established brands, its impact on Mixue as a new player in the Indonesian market has not been extensively explored.

Previous research has identified customer satisfaction as a strong predictor of repurchase intention (Afinia, 2024; Pambudi et al., 2024); however, its impact on Mixue, with its unique marketing strategies, has not been thoroughly investigated. Trust in the brand and brand preference, influenced by product quality and customer experience (Angeline, 2023; Maulida et al., 2024; Priadi & Lestari, 2024), also requires further examination to understand their effects on repurchase intention at Mixue.

This study focuses on an in-depth analysis of the factors that may influence repurchase intention for Mixue's products and services in Indonesia. Given Mixue's rapid store expansion, understanding the factors that can affect repurchase intention is crucial for the long-term stability of the business. This research aims to provide insights into how brand experience, customer satisfaction, brand preference, and perceived value play significant roles in influencing repurchase

intention in Mixue's business. By gaining a deeper understanding, it is hoped that Mixue can enhance customer loyalty and strengthen its position in an increasingly competitive market.

This study employs three major theories to predict behaviour: the Theory of Planned Behaviour (TPB), Social Cognitive Theory (SCT), and Self-Determination Theory (SDT). TPB, formulated by Icek Ajzen in 1991, posits that individual behaviour is influenced by their intentions, which are shaped by beliefs about the outcomes of the behaviour, the expectations of others, and the degree of control one feels over the behaviour (Ajzen, 1991). SCT, developed by Albert Bandura in 1986, focuses on the interaction between individuals, behaviour, and the environment, with key concepts such as observational learning (modelling) and self-efficacy, which is the belief in one's ability to perform the necessary actions successfully (Bandura, 1986). SDT, developed by Deci & Ryan (2000), centres on human motivation and identifies three basic psychological needs: autonomy, competence, and relatedness. Autonomy refers to the desire to feel in control of one's own choices, competence is the desire to feel capable and effective in interacting with the environment, and relatedness is the desire to have close social relationships (Deci & Ryan, 2000) These three theories provide a robust framework for understanding and predicting human behaviour across various contexts, from health behaviours to purchasing decisions.

Brand experience is a subjective and internal consumer response, encompassing sensations, feelings, cognitions, and behavioural reactions triggered by brand-related stimuli, including design, identity, packaging, communication, and brand environment. The primary dimensions of brand experience include sensory experience (sight, hearing, smell, and touch), affective experience (feelings and emotions), intellectual experience (thought stimulation and curiosity), and behavioural experience (physical actions such as sharing experiences or visiting the brand's website). Brand experience significantly influences customer satisfaction and perceived value, which impact repurchase intention, enhance customer loyalty, and strengthen the relationship between consumers and the brand (Andreini et al., 2018; Han et al., 2019) A well-managed brand experience is critical in building long-term brand loyalty (Iglesias et al., 2011; Khan et al., 2016).

Perceived value indicates that changes in consumer expectations can significantly influence the perceived value of a product or service (Zeithaml, 1988) Companies need to understand that consumer expectations evolve and must respond swiftly to these changes by adjusting their products or services to enhance customer satisfaction and loyalty. Perceived value is a multidimensional concept encompassing functional, emotional, social, and epistemic values (Sweeney & Soutar, 2001), creating a complex and dynamic perceived value. Functional value focuses on the product's utility, emotional value on the feelings it evokes, social value on the status it confers, and epistemic value on the curiosity or new experiences it stimulates.

High perceived value can reduce price sensitivity and create a perception of greater benefits relative to costs, allowing companies to implement premium pricing and enhance customer loyalty (Lu et al., 2022). Positive perceived value is directly related to customer satisfaction,

which increases loyalty and the likelihood of repurchase, which is essential for long-term business sustainability (Sun et al., 2023). Brand preference refers to consumers' tendency to choose a particular brand over others within the same product category, reflecting a positive attitude based on their experiences, perceptions, and satisfaction with the brand (Ebrahim et al., 2016a). Measuring brand preference aims to understand consumer loyalty and the brand's market position, aiding companies in designing effective marketing strategies, retaining customers, and boosting sales (Hennig-Thurau & Hansen, 2000) Brand preference is influenced by trust, perceived value, and previous consumer experiences, which can significantly enhance purchase intentions (DAM, 2020)

A strong brand preference can enhance customer satisfaction, as consumers feel content with purchase decisions that meet or exceed their expectations. This customer satisfaction is crucial for long-term loyalty and repurchase intentions (Chen & Chang, 2008) Customer satisfaction measures the extent to which a product or service meets or exceeds customer expectations, reflecting customers' emotional reactions after interacting with the service or product (Pham et al., 2021). This concept is crucial in marketing and management as it indicates the quality of the service or product, and the customer's perception of the value received.

Measuring and enhancing customer satisfaction aims to ensure customer contentment, thereby increasing the likelihood of loyalty and repeat purchases. Companies that can maintain high levels of customer satisfaction tend to have a better brand image and attract new customers through word-of-mouth recommendations (Kim et al., 2023) The primary factors influencing customer satisfaction include service or product quality, price, customer expectations, and service experience, all of which shape the overall perception of the brand or company (Sun et al., 2013).

Customer satisfaction is closely linked to customer loyalty, with satisfied customers more likely to remain loyal to the brand and recommend it to others. Research indicates that higher customer satisfaction correlates with a greater likelihood of customer loyalty (Brilliant & Achyar, 2014). To improve customer satisfaction, companies need to enhance product or service quality, provide training for staff to improve customer service, and refine business processes to be more responsive to customer needs. Consumer feedback is also essential for improving brand experience (Giró Manzano, 2021). Repurchase intention refers to the consumer's desire to buy the same product or service again in the future. It is formed after experiencing satisfaction from a previous purchase and is a critical indicator of customer loyalty (Piercy & Morgan, 1995).

Repurchase intention is influenced by product or service quality, price, satisfaction, customer experience, trust, emotional connection with the brand, and perceived value. Customers who feel that a product or service meets or exceeds their expectations are more likely to repeat purchases (Halim et al., 2022) The positive relationship between repurchase intention and customer satisfaction indicate that satisfied customers are more inclined to repurchase, with studies showing that higher satisfaction levels correlate with higher future repurchase intentions (Curtis et

al., 2011). Enhancing repurchase intention is crucial for ensuring a company's sustainability and growth, enabling strong and profitable customer relationships, and reducing costs associated with managerial and marketing strategies (Hennig-Thurau & Hansen, 2000)

**Hypotheses.** Brand experience refers to the holistic perception that consumers develop through their interactions with a brand, encompassing sensory, emotional, and cognitive dimensions. This experiential aspect is crucial in shaping how consumers perceive the value of a brand's offerings. When consumers encounter positive brand experiences characterized by engaging and memorable interactions, their perception of the brand's value is likely to be enhanced. This is because such experiences can elevate the perceived quality, uniqueness, and relevance of the brand's products or services. Positive brand experiences can create strong emotional connections, which contribute to a heightened perception of value as consumers begin to associate the brand with positive feelings and satisfaction. Consequently, brands that consistently deliver exceptional experiences can differentiate themselves in the marketplace, leading consumers to perceive them as offering superior value compared to competitors. Thus, the hypothesis posits that enhancing the brand experience is instrumental in augmenting perceived value, as it directly influences consumer perceptions and evaluations of the brand's worth, or can be written as:

**H1: Brand experience has a positive and significant effect on perceived value.**

The relationship between brand experience and repurchase intention is pivotal in understanding consumer behavior and brand loyalty. Brand experience refers to the holistic and cumulative impressions that consumers form through their interactions with a brand across various touchpoints. These interactions can be sensory, emotional, cognitive, or behavioral in nature. A positive brand experience not only enhances immediate satisfaction but also builds a strong emotional connection with the consumer. This connection fosters trust and preference, making consumers more inclined to choose the brand again in the future. When consumers have engaging and memorable experiences with a brand, their emotional attachment to the brand strengthens, which in turn increases their likelihood of repurchasing. This is because a satisfying brand experience contributes to a positive brand image and perceived reliability, both of which are crucial in decision-making processes. Therefore, companies that consistently deliver positive brand experiences are more likely to see increased repurchase intentions among their customers, or can be written:

**H2: Brand experience has a positive and significant effect on repurchase intention.**

The relationship between perceived value and brand preference is fundamental in understanding consumer decision-making and brand selection behaviours. Perceived value encompasses customers' comprehensive evaluation of a product or service's utility, weighing what they receive against what they sacrifice. This assessment includes monetary considerations, functional benefits, emotional satisfaction, and social enhancement derived from the brand. When customers perceive high value from a brand, they develop stronger psychological connections and positive associations with it, leading to enhanced brand trust and satisfaction. The value perception process involves multiple dimensions, including quality assessment, price fairness evaluation, and

overall brand experience, which collectively influence how customers view the brand relative to alternatives. As customers recognize greater value in their interactions with a brand, they naturally develop stronger preferences for it, considering it a superior choice among competing options. This preference formation is reinforced through positive experiences and confirmed value delivery, creating a robust foundation for long-term brand relationships. Companies that successfully deliver and communicate strong value propositions are, therefore, more likely to be preferred by customers in their respective categories, which can be written as:

**H3: Perceived value has a positive and significant effect on brand preference.**

The relationship between perceived value and repurchase intention represents a critical pathway in consumer behavior and loyalty formation. Perceived value reflects customers' holistic assessment of the benefits received relative to the sacrifices made, encompassing both tangible and intangible aspects of their consumption experience. This evaluation process integrates multiple dimensions, including functional utility, economic benefits, emotional satisfaction, and social advantages derived from the product or service. When customers perceive high value from their purchase experiences, they develop stronger motivations to engage in repeat purchasing behavior, as the positive value assessment reinforces their confidence in the decision-making process. The value perception mechanism involves careful consideration of quality standards, price fairness, service excellence, and overall experience satisfaction, which collectively shape customers' future behavioral intentions. As customers consistently recognize superior value in their transactions, they naturally develop stronger inclinations to repurchase, viewing it as a rational and beneficial choice for future consumption decisions. This intention formation is strengthened through repeated positive experiences and consistent value delivery, establishing a solid foundation for sustained customer relationships. Organizations that effectively deliver and maintain strong value propositions are, therefore, more likely to generate higher repurchase intentions among their customer base, which can be written as:

**H4: Perceived value has a positive and significant effect on repurchase intention.**

The relationship between brand preference and customer satisfaction represents a fundamental connection in consumer behavior theory and marketing outcomes. Brand preference embodies consumers' inherent tendency to favor a particular brand over alternatives, reflecting their accumulated positive experiences, emotional connections, and perceived alignment with personal values. This preferential disposition serves as a psychological framework through which consumers interpret and evaluate their subsequent interactions with the brand. When customers develop strong brand preferences, they establish specific expectations and predispositions that significantly influence their satisfaction assessments. The preference-satisfaction mechanism operates through multiple psychological pathways, including expectation confirmation, cognitive consistency, and value fulfillment, which collectively shape the overall satisfaction experience. As customers engage with their preferred brands, their pre-existing positive bias creates a favorable context for satisfaction formation, often leading to enhanced appreciation of brand

experiences and greater fulfillment of emotional and functional needs. This satisfaction development process is reinforced through the alignment between customers' preferential choices and their actual experiences, creating a self-reinforcing cycle of positive brand interactions. Organizations that successfully cultivate and maintain strong brand preference among their customer base are, therefore, more likely to generate higher levels of customer satisfaction, as customers' predisposed favorability translates into more positive evaluations of their brand experiences, which can be written as:

**H5: Brand preference has a positive and significant effect on customer satisfaction.**

The relationship between brand preference and repurchase intention represents a fundamental connection in consumer behavior theory and marketing dynamics. Brand preference embodies consumers' predisposition to consistently favor a particular brand over alternatives, reflecting their accumulated positive experiences, emotional connections, and trust in the brand's ability to meet their needs. This preferential attitude develops through a complex interplay of cognitive evaluations, affective responses, and behavioral experiences that collectively shape consumers' decision-making patterns. When consumers establish a strong preference for a specific brand, they naturally develop a heightened propensity to engage in repeat purchase behavior, as the preferred brand becomes their automatic choice in future purchase situations. The preference-intention mechanism operates through multiple psychological pathways, including reduced perceived risk, increased confidence in brand performance, and the comfort of familiarity with the brand's offerings. As brand preference strengthens, consumers experience decreased decision-making complexity and enhanced purchase conviction, leading to more stable and predictable repurchase patterns. This relationship is particularly vital for businesses seeking to build lasting customer relationships, as strong brand preference often translates into consistent repurchase behavior, reducing customer acquisition costs and enhancing lifetime value. The establishment of brand preference thus serves as a crucial antecedent to repurchase intention, creating a self-reinforcing cycle that promotes customer loyalty and sustained business success, which can be written as:

**H6: Brand preference has a positive and significant effect on repurchase intention.**

The relationship between customer satisfaction and repurchase intention represents a fundamental construct in consumer behavior theory and marketing research. Customer satisfaction embodies the psychological state resulting from consumers' post-purchase evaluation of their experience with a product or service against their pre-purchase expectations. This evaluative judgment encompasses both cognitive assessments of product performance and emotional responses to the consumption experience, forming a comprehensive satisfaction metric that significantly influences future purchase decisions. When customers achieve high levels of satisfaction, they develop psychological comfort and confidence that naturally translates into stronger intentions to engage in repeat purchase behavior. The satisfaction-intention mechanism operates through multiple theoretical pathways, including risk reduction, trust enhancement, and the reinforcement of positive consumption experiences. As satisfaction levels increase, cus

tomers experience reduced uncertainty in their decision-making process and heightened assurance in their purchase choices, leading to more consistent and predictable repurchase patterns. This relationship is particularly crucial for organizations seeking to build sustainable customer relationships, as high satisfaction levels frequently manifest in stable repurchase behaviors, ultimately contributing to increased customer retention rates and enhanced customer lifetime value. The cultivation of customer satisfaction thus serves as a critical antecedent to repurchase intention, creating a dynamic feedback loop that fosters customer loyalty and sustained business performance, which can be written as:

**H7: Customer satisfaction has a positive and significant effect on repurchase intention.**

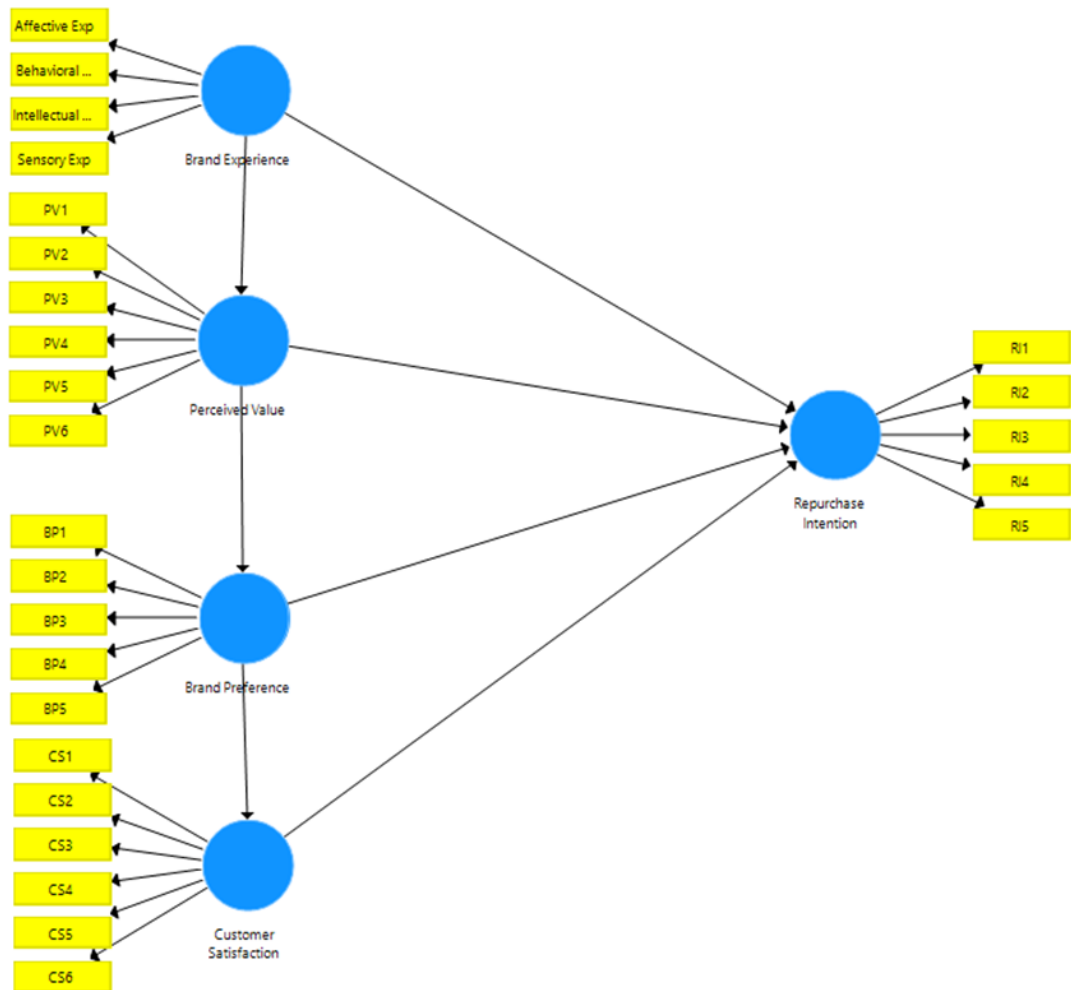
The model is shown in Figure 1.

## **RESEARCH METHODS**

This study is categorized as quantitative research using a survey method with structured questionnaires to collect data. The descriptive and inferential research aims to understand and analyze how brand experience, perceived value, brand preference, and customer satisfaction influence consumer repurchase intention when purchasing Mixue products. The primary focus of this study is to measure the relationships between these variables and predict the impact of changes in the independent variables on the dependent variable, which is repurchase intention (Zikmund et al., 2013). The independent variables analyzed include brand experience, perceived value, brand preference, and customer satisfaction, potential predictors of consumer repurchase intention levels.

In this study, we use Structural Equation Modelling using Partial Least Squares (SEM PLS) to analyze the data. The analysis involves two main stages: the Outer Model Analysis and the Inner Model Analysis. The Outer Model Analysis focuses on evaluating the measurement model through assessments of convergent validity, construct reliability, and discriminant validity to ensure that the constructs are accurately measured and distinct from one another. The Inner Model





**Figure 1. Research Model**

The analysis examines the structural model by assessing multicollinearity among predictor variables, determining the coefficient of determination (R-Square) to understand the variance explained by the model, and evaluating the effect size ( $f^2$ ) to measure the impact of individual predictors. Additionally, we conduct predictive relevance testing ( $Q^2$ ) to assess the model's predictive accuracy and utilize the Standardized Root Mean Square Residual (SRMR) to evaluate the overall model fit. These steps ensure a comprehensive and reliable analysis of the data.

The variables in this study are latent, measured through indicators representing abstract concepts, such as brand experience, which is assessed through dimensions of sensory, affective, intellectual, and behavioral experience (Zikmund et al., 2013). This study employs a 5-point Likert scale in the form of a questionnaire to evaluate respondents' perceptions of various variables, such as brand experience, perceived value, brand preference, customer satisfaction, and repurchase intention. The scale ranges from one (1) strongly disagree to five (5) strongly agree. (Bougie & Sekaran, 2019).

The study population includes all Mixue consumers in the Jabodetabek area who purchased in the last three months. To ensure the accuracy of the results, the minimum sample size was calculated using power analysis with G\*Power software version 3.1.9.4, setting an effect size of 0.15, a power level of 95%, and a significance level of 0.05. This resulted in a minimum requirement of 138 respondents. However, this study collected data from 173 respondents through a non-probability sampling approach. Primary data were obtained from students and workers selected based on specific criteria online via Microsoft Forms from February to April 2024.

## 2. RESULTS & DISCUSSION

Data from 173 respondents were analyzed using Partial Least Square – Structural Equation Modelling (PLS-SEM) techniques with SmartPLS software version 3.0. Table 1 summarises the respondents' characteristics regarding their gender and age.

**Table 1. Respondent Profile**

Characteristics	Description	Frequency	Percentage
Gender	Male	69	40%
	Female	104	60%
	Total	173	100%
Age	18-27 years old	38	22%
	28-43 years old	95	65%
	44-60 years old	40	23%
Total		173	100%

Source: Output SmartPLS 3 (2024)

Table 1 shows a demographic breakdown of 173 respondents by gender and age. The majority of respondents are female, making up 60% (104 individuals), while male respondents account for 40% (69 individuals). The largest age group is 28-43 years old, comprising 65% (95 individuals) of the respondents, followed by the 44-60 age group, which accounts for 23% (40 individuals). The 18-27 age group represents only 22% (38 individuals). The data indicates a higher female participation and a predominant representation of the 28-43 age group among the respondents.

Table 2 presents the findings of convergent validity and reliability tests. This study uses Average Variance Extracted (AVE) and Outer Loading for convergent validity tests. An indicator is considered valid if it has an AVE value  $>0.5$  and Outer Loading  $>0.7$  (Hair et al., 2019, 2022). The reliability test in this study consists of Composite Reliability and Cronbach's Alpha, which should be  $>0.7$  to be considered reliable (Hair et al., 2022).

Based on the results shown in Table 2, all items have met the requirements for outer loading, AVE, Cronbach's Alpha, and composite reliability values. This shows that all items have met the criteria for convergent validity and reliability.

**Table 2. Convergent Validity and Reliability Tests**

<b>Variables and items</b>	<b>Outer Loading</b>
<b>Sensory Experience (Cronbach's Alpha= 0.863, CR=0.901, AVE=0.647)</b>	
Mixue makes a strong impression on my visual sense	0.710
Mixue makes a strong impression on my other senses	0.831
Mixue give an impression to me	0.807
Mixue appeals to my senses	0.843
Mixue is interesting in a sensory way	0.822
<b>Affective Experience (Cronbach's Alpha= 0.907, CR=0.926, AVE=0.677)</b>	0.749
Mixue induces feelings	0.776
Mixue induces sentiments	0.834
Mixue is a brand that values emotions	0.851
Mixue is a brand that thinks feelings are important	0.864
Mixue is an emotional brand	0.858
I have strong emotions for Mixue	0.783
<b>Behavioral Experience (Cronbach's Alpha= 0.898, CR=0.918, AVE=0.653)</b>	0.864
I enjoy chatting with friends at Mixue	0.786
I often surf the web at Mixue	0.848
I often do work (study) at Mixue	0.796
Mixue reminds me of the activities I usually do (gathering with friends) there	0.765
Mixue makes me behave according to modern lifestyles	0.706
Mixue focuses on experiences oriented toward physical activities	0.826
<b>Intellectual Experience (Cronbach's Alpha= 0.910, CR=0.924, AVE=0.672)</b>	0.819
I engage in a lot of thinking when I encounter Mixue	0.900
Mixue makes me think in a special way	0.832
Mixue stimulates my curiosity and problem solving	0.822
I am involved in a lot positive thinking toward the Mixue brand	0.807
Mixue encourages my curiosity	0.807
Mixue focuses on positive experiences	0.723
<b>Perceived Value (Cronbach's Alpha= 0.904, CR=0.924, AVE=0.636)</b>	0.864
Mixue is reasonably priced	0.875
Mixue has a higher economic value than other brand of bubble drink shops	0.807
Mixue is worth the money paid	0.833
The bubble drink appears to be a good value for the price	0.811
The price is given that this bubble drink brand is very acceptable	0.901
This bubble drink brand is supposed to be a good financial deal	0.872
<b>Brand Preference (Cronbach's Alpha= 0.920, CR=0.940, AVE=0.760)</b>	0.927
I feel that this bubble drink brand is appealing to me	0.843
I prefer this bubble drink brand to other brands of its type	0.816
I prefer this bubble drink brand if everything else is equal	0.859
In general, I prefer this bubble drink brand	0.892
I always keep this brand in my consideration set	0.792
<b>Customer Experience (Cronbach's Alpha= 0.922, CR=0.939, AVE=0.719)</b>	0.860
I am satisfied with the services of Mixue Bubble Tea Shop	
Overall, I am satisfied when using the services of Mixue	
Using the services of this bubble drink shop is a satisfying experience.	
My choice to use Mixue, the bubble drink shop, was the right one.	
Overall, I am satisfied with Mixue	
I believe I made the right decision in choosing to rely on Mixue for my service needs.	
<b>Repurchase Intention (Cronbach's Alpha= 0.944, CR=0.957, AVE=0.818)</b>	0.823
I will visit Mixue next time	0.923
I will continue to visit Mixue	0.903
I intend to visit Mixue continuously	0.929
I would intend to buy the brand in the future	0.940
I would plan to purchase this bubble drink brand	

Source: Output SmartPLS 3 (2024)

Discriminant validity is conducted to ensure that each concept of the latent variables is distinct from the other variables. Discriminant validity can be assessed through the Heterotrait-Monotrait Ratio (HTMT) test. The recommended HTMT value should be less than 0.9 to ensure discriminant validity between two reflective constructs (Sarstedt et al., 2022). Based on the HTMT test results, all HTMT values are less than 0.9, indicating that all constructs have achieved discriminant validity.

**Table 3. Discriminant Validity Test**

Variable	Brand Experience	Brand Preference	Customer Satisfaction	Perceived Value	Repurchase Intention
Brand Experience					
Brand Preference	0.648				
Customer Satisfaction	0.682	0.748			
Perceived Value	0.460	0.504	0.651		
Repurchase Intention	0.704	0.848	0.800	0.441	

Source: Output SmartPLS 3 (2024)

The inner multicollinearity test is conducted to determine whether there is multicollinearity in the research model, which refers to high correlations among the variables. A desirable outcome is the absence of high correlations among the variables (Hair et al., 2019). The decision-making criterion is that if the Variance Inflation Factor (VIF) value is less than 5, there is no multicollinearity; if the VIF value is greater than 5, multicollinearity is present (Sarstedt et al., 2023). The analysis results show that all VIF values are less than 5 ( $VIF < 5$ ). Therefore, it can be concluded that there is no multicollinearity issue in this study.

**Table 4. Multicollinearity Test**

Variable	Brand Experience	Brand Preference	Customer Satisfaction	Perceived Value	Repurchase Intention
Brand Experience	-	-	-	1,000	1.790
Brand Preference	-	-	1,000	-	2.252
Customer Satisfaction	-	-	-	-	2.723
Perceived Value	-	1,000	-	-	1.578

Source: Output SmartPLS 3 (2024)

The R-Square ( $R^2$ ) coefficient of determination indicates the extent to which exogenous variables explain the endogenous variable. The  $R^2$  value ranges from zero to one. The closer the  $R^2$  value is to one, the more the independent variables provide all the information needed to predict the variation in the endogenous variable. According to (Garson, 2016), an  $R^2$  value is considered strong if it is greater than 0.67, moderate if it is greater than 0.33 but less than 0.67, and weak if it is greater than 0.19 but less than 0.33.

The  $R^2$  coefficient of determination results in this study shows that the variable brand experience weakly affects the variable perceived value by 0.203 or 20.3%. In comparison, factors

outside the model influence the remaining 79.7%. The variable perceived value weakly affects brand preference by 0.231 or 23.1%, with the remaining 76.9% influenced by factors outside the model. The variable brand preference affects the variable customer satisfaction by 0.516 or 51.6%, with the remaining 48.4% influenced by factors outside the model. Brand experience, perceived value, brand preference, and customer satisfaction strongly affect the variable repurchase intention by 0.738 or 73.8%, with the remaining 26.2% influenced by factors outside the model.

**Table 5. R-Square**

Variable	R-Square
Brand Preference	0.235
Customer Satisfaction	0.516
Perceived Value	0.191
Repurchase Intention	0.738

Source: Output SmartPLS 3 (2024)

The effect size measures the magnitude of influence that a construct has when the predictor of a targeted construct changes or when certain predictors are removed from the research model. The analysis indicates that perceived value and brand experience have a small effect size on repurchase intention, with values of 0.029 and 0.071, respectively. This suggests that perceived value and brand experience have a relatively minor impact on repurchase intention.

Furthermore, customer satisfaction has a medium effect on repurchase intention, with a value of 0.200. Brand experience also has a medium effect size on perceived value, with a value of 0.234, and perceived value has a medium effect size on brand preference, with a value of 0.306. These values indicate that customer satisfaction has a moderately significant influence on repurchase intention, brand experience has a moderately significant influence on perceived value, and perceived value has a moderately significant but not dominant influence on brand preference.

Brand preference exhibits a large effect size on repurchase intention, with a value of 0.377, indicating that it greatly influences repurchase intention. Most notably, brand preference has a large effect size on customer satisfaction, with a value of 1.067, demonstrating that it significantly impacts customer satisfaction. These values highlight that brand preference is a strong factor in customer satisfaction.

**Table 6. Effect Size ( $f^2$ )**

Variable	f-Squared	Result
Brand Experience -> Perceived Value	0.234	Medium effect size
Brand Experience -> Repurchase Intention	0.071	Small effect size
Brand Preference -> Customer Satisfaction	1.067	Large effect size
Brand Preference -> Repurchase Intention	0.377	Large effect size

Customer Satisfaction -> Repurchase Intention	0.200	Medium effect size
Perceived Value -> Brand Preference	0.306	Medium effect size
Perceived Value -> Repurchase Intention	0.029	Small effect size

Source: Output SmartPLS 3 (2024)

In Partial Least Squares (PLS) analysis, the Q-Square Predictive Relevance ( $Q^2$ ) indicates the model's predictive power. A  $Q^2$  value greater than 0 signifies the model has good predictive relevance, whereas a  $Q^2$  value less than 0 indicates that the model lacks predictive relevance (Ghozali & Latan, 2015) According to (Garson, 2016)), a  $Q^2$  value between 0.02 and 0.15 indicates weak predictive relevance, a value between 0.15 and 0.35 indicates moderate predictive relevance, and a value above 0.35 indicates strong predictive relevance.

The analysis results show that the endogenous variable Perceived Value has a  $Q^2$  value of 0.105, the endogenous variable Brand Preference has a  $Q^2$  value of 0.169, the endogenous variable Customer Satisfaction has a  $Q^2$  value of 0.350, and the endogenous variable Repurchase Intention has a  $Q^2$  value of 0.592. These results indicate that the predictive relevance ( $Q^2$ ) values for all four endogenous variables are greater than 0.02, suggesting that the model has relevant predictive power and is fit for hypothesis testing.

**Table 7. Q Square Predictive Relevance ( $Q^2$ )**

	$Q^2 (=1-SSE/SSO)$	Result
Brand Preference	0,169	Has good and moderate predictive relevance
Customer Satisfaction	0,350	Has good and moderate predictive relevance
Perceived Value	0,105	Has good and weak predictive relevance
Repurchase Intention	0,592	Has good and strong predictive relevance

Source: Output SmartPLS 3 (2024)

After meeting the requirements in the measurement model, the next step is to conduct a model fit test (Goodness of Fit Model). A PLS model meets the Goodness of Fit criteria or is considered fit if the SRMR value is less than 0.1 (Hair et al., 2019). The Goodness of Fit test results show that the SRMR value for the saturated model is 0.096 (<0.1). Thus, it can be concluded that the model is fit and suitable for hypothesis testing.

**Table 8. Standardized Root Mean Square Residual (SRMR)**

	Saturated Model
SRMR	0.089

Source: Output SmartPLS 3 (2024)

**Hypothesis Testing.** The significance level of the path coefficients in PLS-SEM is analysed using the bootstrapping technique to determine the direction and significance of the relationships between exogenous and endogenous latent variables. The assessment is done by looking at the t-statistic or p-value using a two-tailed hypothesis test with a significance level of 5% ( $\alpha = 0.05$ ). The decision criteria are as follows: if  $|t\text{-statistic}| > 1.645$  or  $p\text{-value} < 0.05$ , then  $H_0$  is

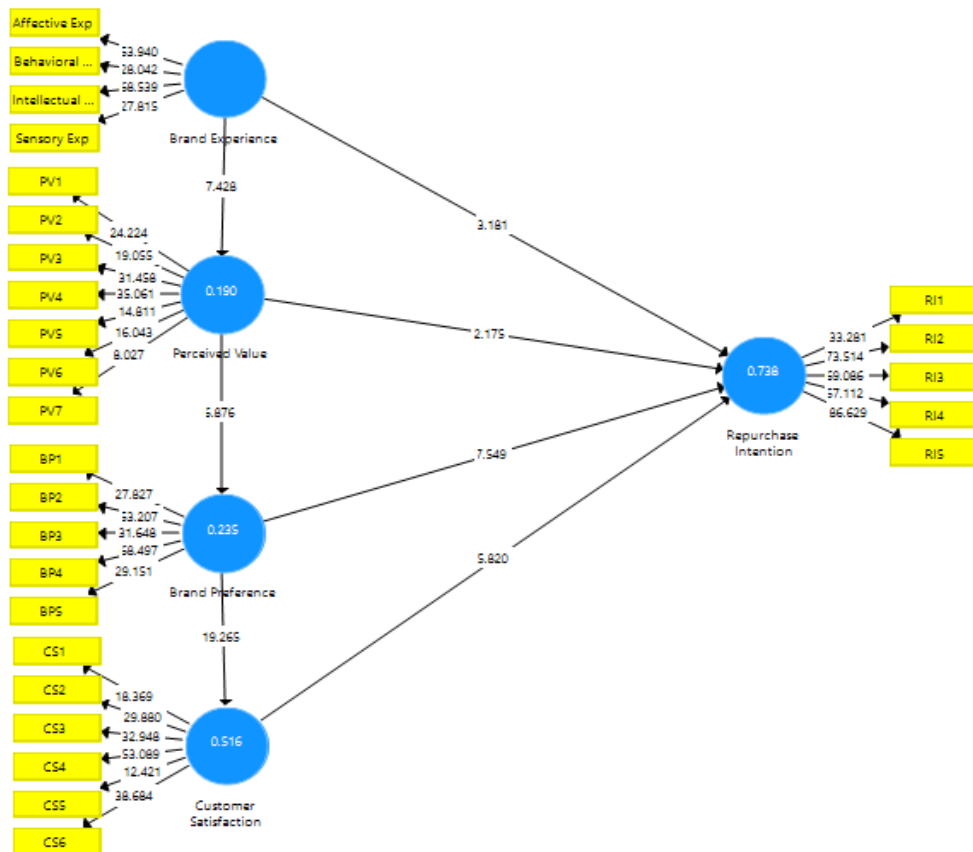
rejected, and H1 is accepted, indicating that the exogenous variable significantly affects the endogenous variable. Conversely, if  $|t\text{-statistic}| \leq 1.645$  or  $p\text{-value} \geq 0.05$ , then H0 is accepted,

**Table 9. Hypothesis testing result (Hair et al., 2022)**

Hypotheses	Path Coefficient	T Statistics ( O/STDEV )	P Values	Result
<b>H1: Brand Experience -&gt; Perceived Value</b>	0.451	7.546	0.000	Supported
<b>H2: Brand Experience -&gt; Repurchase Intention</b>	0.186	3.244	0.001	Supported
<b>H3: Perceived Value -&gt; Brand Preference</b>	0.481	6.304	0.000	Supported
<b>H4: Perceived Value -&gt; Repurchase Intention</b>	-0.107	2.055	0.020	Not supported
<b>H5: Brand Preference -&gt; Customer Satisfaction</b>	0.718	19.032	0.000	Supported
<b>H6: Brand Preference -&gt; Repurchase Intention</b>	0.471	7.602	0.000	Supported
<b>H7: Customer Satisfaction -&gt; Repurchase Intention</b>	0.373	5.646	0.000	Supported

Source: Output SmartPLS 3 (2024)

The result of this study tested the hypothesis using the Partial Least Square (PLS) analysis technique with the SmartPLS 3 program. The PLS program model scheme tested is as follows:



**Figure 2. Inner Model**

Source: Data processed with SmartPLS 3, 2024

**H1: Brand experience has a positive and significant effect on perceived value.** Based on table 9, the path coefficient from Brand Experience to Perceived Value is 0.451 with a t-statistic of 7.546 ( $>1.645$ ) and a p-value of 0.000 ( $<0.05$ ). According to the 5% significance test, Brand Experience positively and significantly affects Perceived Value. Thus, the first hypothesis (H1) is accepted. This finding is in line with previous studies, which indicate that brand experience significantly influences perceived value by shaping consumer sensory, emotional, intellectual, and behavioural responses to brand stimuli (Andreini et al., 2018; Iglesias et al., 2011).

**H2: Brand experience has a positive and significant effect on repurchase intention.** Based on table 9, the path coefficient from Brand Experience to Repurchase Intention is 0.186 with a t-statistic of 3.244 ( $>1.645$ ) and a p-value of 0.001 ( $<0.05$ ). According to the 5% significance test, Brand Experience has a positive and significant effect on Repurchase Intention. Thus, the second hypothesis (H2) is accepted. This result aligns with previous studies that suggest positive brand experiences enhance customer loyalty and repurchase intention by improving customer satisfaction and emotional connections with the brand (Iglesias et al., 2011; Khan et al., 2016)

**H3: Perceived value has a positive and significant effect on brand preference.** Based on table 9, the path coefficient from Perceived Value to Brand Preference is 0.481 with a t-statistic of 6.304 ( $>1.645$ ) and a p-value of 0.000 ( $<0.05$ ). According to the 5% significance test, Perceived Value has a positive and significant effect on Brand Preference. Thus, the sixth hypothesis (H6) is accepted, indicating that the data supports the hypothesis. This finding in line with previous studies, which emphasize that perceived value encompassing functional, emotional, social, and epistemic dimensions directly influences brand preference by enhancing consumer perceptions of products benefits and utility (DAM, 2020; Sweeney & Soutar, 2001).

**H4: Perceived value has a positive and significant effect on repurchase intention.** Based on Table 9, the path coefficient from Perceived Value to Repurchase Intention is -0.107 with a t-statistic of 2.055 ( $>1.645$ ) and a p-value of 0.002 ( $<0.05$ ). Although the t-statistic and p-value suggest statistical significance, the negative sign of the path coefficient contradicts the hypothesis that perceived value has a positive effect on repurchase intention. Therefore, despite the statistical significance, the effect contradicts what was hypothesised.

Thus, according to the 5% significance test, it can be concluded that Perceived Value has a negative and significant effect on Repurchase Intention. Consequently, the seventh hypothesis (H7) is rejected as the data does not support the hypothesised positive relationship. This result contrasts with studies indicating that higher perceived value typically leads to greater customer loyalty and repurchase intention (Chen & Tsai, 2008; Sweeney & Soutar, 2001)). However, this finding could be due to the context of Mixue consumers, where other factors, such as brand preference, play a more dominant role in influencing repurchase intention.

**H5: Brand preference has a positive and significant effect on customer satisfaction.** Based on table 9, the path coefficient from Brand Preference to Customer Satisfaction is 0.718 with a t-statistic of 19.032 ( $>1.645$ ) and a p-value of 0.000 ( $<0.05$ ). According to the 5% significance



test, Brand Preference has a positive and significant effect on Customer Satisfaction, thus the third hypothesis (H3) is accepted. This result is consistent with prior research that shows brand preference enhances customer satisfaction by reinforcing positive experiences and trust in the brand .

**H6: Brand preference has a positive and significant effect on repurchase intention.** Based on Table 9, the path coefficient from Brand Preference to Repurchase Intention is 0.471 with a t-statistic of 7.602 ( $>1.645$ ) and a p-value of 0.000 ( $<0.05$ ). According to the 5% significance test, Brand Preference positively and significantly affects Repurchase Intention. Thus, the fourth hypothesis (H4) is accepted, indicating that the data supports the hypothesis. This finding aligns with studies showing that consumers with strong brand preference are more likely to exhibit repurchase intention as they develop positive attitudes and emotional connections to the brand (DAM, 2020; Ebrahim et al., 2016b)

**H7: Customer satisfaction has a positive and significant effect on repurchase intention.** Based on Table 9, the path coefficient from Customer Satisfaction to Repurchase Intention is 0.373 with a t-statistic of 5.646 ( $>1.645$ ) and a p-value of 0.000 ( $<0.05$ ). According to the 5% significance test, Customer Satisfaction has a positive and significant effect on Repurchase Intention, thus, the seventh hypothesis (H7) is accepted. This finding is in line with previous studies, which suggest that satisfied customers are more likely to repurchase, as customer satisfaction is a strong predictor of customer loyalty and repeat purchases (Chen & Tsai, 2008; Oliver, 1999; Reichheld & Schefer, 2000).

This study analyses the effect of brand experience, perceived value, brand preference, and customer satisfaction on repurchase intention at Mixue beverage stores in Indonesia. This research supports previous findings that brand experience, customer satisfaction, and perceived value significantly influence repurchase intention (Ebrahim et al., 2016b) However, this study expands the model by adding brand preference as a crucial factor in enhancing repurchase intention.

The research findings indicate that six of the seven proposed hypotheses are supported by strong empirical evidence, while one hypothesis, the direct influence of perceived value on repurchase intention, lacks strong empirical support. This result suggests that while perceived value is important, its primary effect occurs through the influence of brand experience and customer satisfaction, which in turn affect repurchase intention. Brand preference emerged as the most influential variable on customer satisfaction and repurchase intention, highlighting its significance for consumers.

This discrepancy in findings compared to previous research could be attributed to the specific characteristics of Mixue consumers in the Jabodetabek region, who are more influenced by brand preference than simply perceived value. Mixue consumers, primarily young individuals with dynamic lifestyles, place a higher value on the brand preference offered by the brand. This is evident in the high level of loyalty and significant frequency of repurchase intention, particularly among young consumers who are Mixue's primary target audience.

This research confirms two major theories. Firstly, the Customer Satisfaction theory by Oliver (1999) suggests that customer satisfaction directly contributes to loyalty and repurchase intention. Secondly, the Brand Preference theory by (Ebrahim et al., 2016b) measures consumer loyalty towards a brand and its position in the market compared to its competitors. This study found that brand preference has the greatest influence on the formation of loyalty and customer satisfaction at Mixue, with an f-squared value of 1.066 (Large effect size) in the relationship between brand preference and repurchase intention. The study also found that customer satisfaction is not merely a result of perceived value but also a reflection of brand experience, which involves the emotional and sensory aspects of interaction with the brand.

The research findings indicate that Perceived Value does not significantly direct influence Repurchase Intention, possibly because Mixue consumers prioritize brand preference and customer satisfaction over purely economic value assessments. Mixue's strategy of focusing on creating strong brand preference appears to be more effective in influencing repurchase intention. This research underscores the importance of Brand Preference and Customer Satisfaction in shaping Repurchase Intention among Mixue consumers. Therefore, the company should prioritise allocating resources to enhance these aspects to strengthen customer loyalty and support sustainable business growth in the Indonesian market.

### **3. CONCLUSION & SUGGESTION**

This quantitative study analyses the influence of brand experience, perceived value, brand preference, and customer satisfaction on repurchase intention at Mixue beverage stores in Indonesia. The findings reveal several important relationships from seven hypotheses tested using data from 173 respondents and applying the PLS-SEM method. First, brand experience significantly and positively affects both perceived value and repurchase intention, indicating that when customers have a positive brand experience, their perception of the brand's value increases, which in turn drives their intent to repurchase. Similarly, perceived value has a significant positive effect on brand preference, highlighting that customers who perceive high value in the brand are more likely to prefer it over competitors. Furthermore, brand preference strongly influences both customer satisfaction and repurchase intention, making it a key factor in maintaining customer loyalty. Customer satisfaction is crucial to repurchase intention, confirming that satisfied customers are more likely to return to the brand.

However, the study also finds that perceived value does not directly influence repurchase intention, suggesting that perceived value's effect on repurchase intention is primarily indirect, operating through brand experience and customer satisfaction. This finding diverges from previous studies and suggests that Mixue customers prioritise brand experience and satisfaction over pure economic value when deciding to repurchase. These results contribute to the growing body of literature on consumer behaviour in the beverage industry, particularly in the context of emerging markets like Indonesia.

This study's theoretical implication is that it successfully adds to the existing literature by demonstrating the impact of brand experience, perceived value, brand preference, and customer satisfaction on repurchase intention in the beverage industry, specifically in Mixue stores in Indonesia. The research also contributes to intention through brand experience and satisfaction, which had not been extensively examined in previous studies in this industry.

From a managerial perspective, the findings emphasise the importance of enhancing brand experience to improve perceived value and customer satisfaction, which, in turn, drive repurchase intention. Businesses in the beverage sector should focus on enhancing the sensory experience by creating a visually appealing and engaging store atmosphere. This can include improving the visual aesthetics and ambience of the store to stimulate positive emotions. Additionally, business should aim to foster an effective experience that invokes customer feelings, sentiments, and emotions. Behavioural experience, such as engaging customers with activities they enjoy, like gathering with friends at Mixue, should be promoted, along with the intellectual experience that stimulates positive thinking and curiosity about the brand. Furthermore, pricing strategies should be reasonable to increase perceived value, which will positively affect brand preference and lead to higher customer loyalty and repeat purchases.

For future studies, exploring additional variables that may further explain repurchase intention, such as word of mouth (WOM) and customer loyalty, is recommended. Word of mouth, especially in the context of social media, plays a crucial role in influencing consumer behaviour and brand perception. Positive WOM can significantly boost a brand's image and encourage repurchase intention. WOM can have a strong, lasting impact on customer acquisition and retention, making it a critical variable to investigate in the beverage sector (Trusov et al., 2009). Similarly, customer loyalty is a key predictor of long-term repurchase intention, as loyal customers are more likely to make repeat purchases and advocate for the brand (Oliver, 1999). Including these variables could provide a more comprehensive understanding of factors influencing customer behaviour at Mixue stores.

Moreover, future research could benefit from extending this study to other beverage brands, such as Starbucks, to compare consumer behaviour across different market segments. Conducting similar studies in major cities like Surabaya, which has a diverse consumer base, could offer valuable insights into regional differences in consumer preferences and behaviors. By expanding the geographical scope and including a variety of brands, future research can identify broader trends in the Indonesian beverage market and offer more generalized findings.

Lastly, although brand experience and perceived value have a small effect on repurchase intention, understanding and managing brand experience, preference, and customer satisfaction are crucial for Mixue to drive repurchase intention, strengthen customer loyalty, and solidify its position in a competitive market.

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