

## Exploring Customer Satisfaction: Mediation Role in Repurchase Intention of Tofu MSMEs

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**Abstract:** The purpose of this study is to analyze the influence of customer experience, customer value, and price perception on repurchase intention in tofu MSMEs in Tofu Village Kediri City, using customer satisfaction as a mediating variable. A quantitative approach was employed in this study, along with Structural Equation Modeling-Partial Least Squares (SEM-PLS) as the analytical method. Data were collected using an online questionnaire with a 5-point Likert scale involving 150 respondents selected through purposive sampling. The study's results indicate that customer experience, value, and price perception positively and significantly affect customer satisfaction and repurchase intention. Customer satisfaction was a mediating variable that strengthened the relationship between the three independent variables and repurchase intention. This research contributes to the literature on consumer behavior in the context of MSMEs, particularly in the tofu industry. It provides insights for business owners to enhance customer satisfaction and encourage repurchase intention through strategies based on customer experience, customer value, and price perception. Future research is recommended to improve discriminant validity for more comprehensive results.

**Keywords:** Customer Experience; Customer Value; Price Perception; Customer Satisfaction; Repurchase Intention

**Abstrak:** Tujuan dari penelitian ini adalah untuk menganalisis pengaruh pengalaman pelanggan, nilai pelanggan, dan persepsi harga terhadap niat beli ulang pada UMKM tahu di Kampung Tahu Kota Kediri dengan menggunakan kepuasan pelanggan sebagai variabel mediasi. Pendekatan kuantitatif digunakan dalam studi ini serta Structural Equation Modeling-Partial Least Squares (SEM-PLS) sebagai metode analisis. Kuesioner online digunakan dalam mengumpulkan data dengan skala Likert 5 poin dan 150 responden dilibatkan dengan teknik purposive sampling yang digunakan. Hasil penelitian menunjukkan bahwa pengalaman pelanggan, nilai pelanggan, dan persepsi harga secara positif dan signifikan memengaruhi kepuasan pelanggan dan niat beli ulang. Kepuasan pelanggan terbukti menjadi variabel mediasi yang memperkuat hubungan antara ketiga variabel independen terhadap niat beli ulang. Penelitian ini memberikan kontribusi pada literatur mengenai perilaku konsumen dalam konteks UMKM, khususnya industri tahu, serta memberikan wawasan bagi pelaku usaha untuk meningkatkan kepuasan pelanggan dan mendorong niat beli ulang melalui strategi

*berbasis pengalaman pelanggan, nilai pelanggan, dan persepsi harga. Penelitian selanjutnya disarankan untuk memperbaiki discriminant validity untuk hasil yang lebih komprehensif.*

**Kata kunci:** *Pengalaman Pelanggan; Nilai Pelanggan; Persepsi Harga; Kepuasan Pelanggan; Niat Beli Ulang*

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## INTRODUCTION

According to Trisnawati (2019), Micro, Small, and Medium-Sized Enterprises (MSMEs) are independent and profitable businesses that operate in a variety of economic sectors (Leonis et al., 2024). According to Chan et. al. (2016) in Hindratmo et al. (2024), tofu SMEs in Indonesia are quite numerous and spread in almost all cities in Indonesia. This is because tofu is one of the products of small and medium enterprise commodities made from soybean raw materials that people in several regions widely favor. According to Rochmah et al. (2024), Kediri City has many tofu production centers, starting from the massive immigration of Chinese citizens in the 1900s. Kediri is known as the City of Tofu and one of the tofu producers with industry in various areas of Kediri such as Tinalan Gg IV. This tofu center is known as "Kampoeng Tahu" and has a business pattern that is called a "legacy business," commonly referred to as a family business or neighborhood. Tinalan Village (Tofu Village Kediri City) has approximately 31 home-based tofu businesses, commonly referred to as micro tofu enterprises (Pangastuti & Sustiyatik, 2018). Some common challenges tofu entrepreneurs face in Tinalan Village Gang IV (Tofu Village Kediri City) include rising raw material costs, raw material shortages, and waste management issues (Khabibah & Purnamasari, 2020). Therefore, to mitigate potential losses, tofu MSMEs in Tofu Village Kediri City must implement effective marketing strategies to ensure that revenue aligns with production costs. This approach will help businesses remain competitive and sustain operations despite intense market competition.

According to Rochmah et al. (2024), Tofu Village in Kediri City attracts tourists from outside the region, as visitors not only seek to purchase Kediri's signature tofu products but also have the opportunity to witness the tofu-making process firsthand. Meanwhile, Hanifah et al. (2023) describe Tofu Village as one of Kediri's "Kampung Keren," a community empowerment initiative based on tourism. This indicates that tofu MSMEs in Tofu Village Kediri City implement a tourism-based educational marketing strategy, where customers can observe the production process directly while purchasing. This experience gives customer behavior a unique engagement, enhances their confidence in the product's value, and reassures them that the tofu pricing is fair. As a result, customer satisfaction increases, leading to a higher likelihood of repurchase intention.

The study by Nasution & Adnans (2024) examined the impact of customer experience and price perception on repurchase intention for Mixue products, revealing that both factors significantly influenced customers' to repurchase intention. Similarly, research by Venessya & Sugiyanto (2023) explored how

customer experience and value affect repurchase intention through customer satisfaction in the Spotify Premium service, and their findings indicated that customer experience and value positively influence repurchase intention via customer satisfaction. However, previous studies have not specifically investigated the local food industry, particularly tofu-based MSMEs. Therefore, this research provides a unique contribution by focusing on tofu MSME businesses. In addition to the novelty of the research focus, this study incorporates customer satisfaction as a mediating variable to strengthen the impact of customer experience, customer value, and price perception on repurchase intention. This approach is supported by research from Gün & Söyük (2025), which indicates that customer satisfaction acts as a partial mediator. Furthermore, a study by Yi et al. (2024) found that customer satisfaction significantly affects repurchase intention, highlighting its strong mediating role.

Previous studies reveal a lack of research evaluating the influence of customer experience, customer value, and price perception on repurchase intention among MSMEs producing tofu. Although the direct correlations between these factors and repurchase intention have been the subject of numerous studies, less is known about the function of customer satisfaction as a mediating variable, especially regarding tofu MSMEs. Additionally, research focused on repurchase intention in local food industries, such as tofu MSMEs in Tofu Village Kediri City, is also limited. By investigating how customer experience, customer value, and price perception affect repurchase intention through customer satisfaction, this study aims to close this gap. As a result, it adds to the current research. It provides practical insights for MSMEs in the local food industry, such as tofu producers, to build more successful strategies for increasing repurchase intention. In light of this, the study intends to statistically examine the influence of customer experience, customer value, and price perception on repurchase intention in tofu MSMEs in Tofu Village Kediri City, with customer satisfaction acting as a mediating variable.

## **LITERATURE REVIEW**

### **Customer Satisfaction**

Davras and Caber (2019) describe customer satisfaction as an evaluation provided by consumers about the qualities of a product or service (Malekpour et al., 2022). Huang & Yu (2019) in Jasin et al. (2023) propose that a key indicator of customer satisfaction is the positive feedback from customers who feel their expectations have been met and are willing to recommend the service to others. The ability of a company to recognize, fulfill, and exceed customer needs effectively is a key strategy for success. Customer satisfaction has become an important topic in corporate conversations. It refers to the feelings of contentment or dissatisfaction that arise when a person compares their expectations with actual performance. Sitorus & Yustisia (2018) in Soeharso (2024) describe another view of customer satisfaction as a post-consumption evaluation in which customers determine whether their choice meets or surpasses their expectations. Febrianto et al. (2021) in Amalia & Nurtiahadi (2024) determine the three primary indicators of customer satisfaction: perceived quality, perceived value, and customer expectations.

### **Repurchase Intention**

Zeithaml et al. (1996) in Anh et al. (2020) imply that repurchase intention is an important dependent variable in relationship management systems designed to improve management insights, strategic planning, and service delivery. Filieri & Lin (2017) in Saragih & Napitupulu (2023), repurchase intention is a consumer's willingness to repurchase a thing. An (2018) highlights that repurchase intention is a vital element in corporate marketing, serving as a key driver for customer retention and loyalty, which are essential for generating profits (Ju, 2022). According to Sabiu et al. (2019) in Untari & Satria (2022), repurchase intention's leading indicators include repeat order, preference, and exploratory interest.

### **Customer Experience**

Putri (2023) in Octaviani & Ekawati (2023) introduces the concept of "customer experience," which describes how customers engage with products, companies, or specific parts of an organization that evokes a response. Gao & Fan (2021) define customer experience as the subjective reaction of customers during interactions with a company, reflecting their overall evaluation of the retailer's services, products, and brand. Dagustani (2011:3) in Ariasa et al. (2020) sees customer experience as how customers interpret their final interaction with a brand, emphasizing the importance of fostering strong relationships between the company and its consumers. Schmitt, as cited in Mustika et al. (2023), identifies five essential indicators of customer experience: sense experience, feeling experience, thinking experience, acting experience, and relating experience.

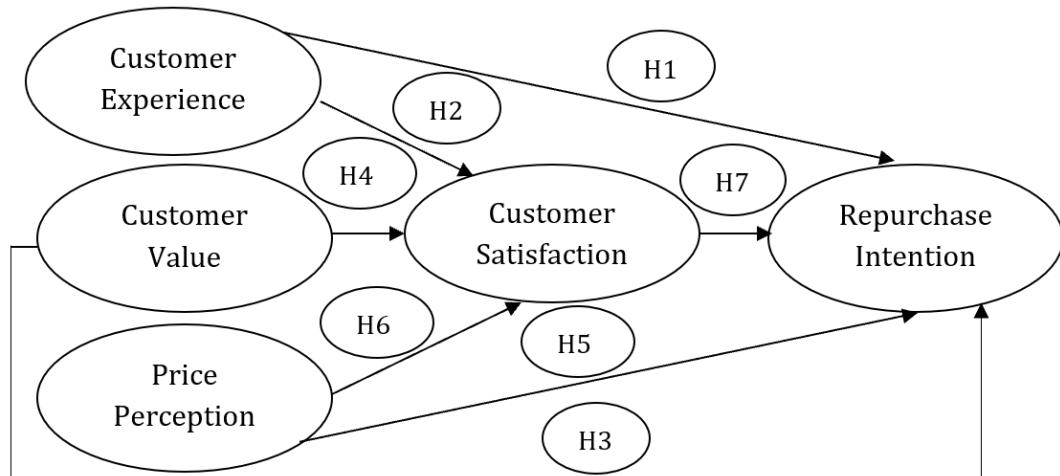
### **Customer Value**

According to Kotler and Keller (2012), customer value entails satisfying customers and exceeding their expectations (Shidiqy & Triyono, 2023). Stahl et al. (1999) in Omigie et al. (2020). Customer value is defined as the notion of what the customer intends to achieve or the perceived consequences of utilizing a service to satisfy their objectives. Zeithaml (2018:77) defines customer value as a comprehensive assessment by consumers of a product's usefulness based on their perception of the benefits they receive and the value the product offers (Anggraini et al., 2023). Purwihartuti, K., and Amalia (2019:61) also identify customer value indicators as quality, emotional, pricing, and social (Anggraini et al., 2023).

### **Price Perception**

According to Kotler and Keller (2016), price perception refers to how customers estimate the price of a product or service based on their view of the value it delivers (Syahrizal & Sigarlaki, 2024). Tjiptono (2008) describes price perception as how consumers interpret price information and the meaning it holds for them (Siaputra, 2024). According to Tjiptono (2016) in Talumantak (2023), price is characterized by four key factors: affordability, competitiveness, alignment with product quality, and alignment with product benefits. Furthermore, Ardiyansyah & Abadi (2023) determine parallel indicators of price perception, such as the affordability of the price, the alignment of the price with the quality of the product, price competitiveness, and the suitability of the price with product benefits.

## Conceptual Framework



**Figure 1. Conceptual Framework**

### Customer Experience and Repurchase Intention through Customer Satisfaction

Becker and Jaakkola (2020) assert that customer experience is crucial for establishing strong relationships and offering a competitive edge to companies (Dash et al., 2023). Ou and Verhoef (2017), as cited in Bakhshandeh et al. (2022), underline that there is a significant direct relationship between customer experience and the intention to repurchase, as consumers tend to remember positive experiences. Customers with a good and satisfactory experience are more inclined to return to the same business for further purchases. Pires et al. (2024) emphasize that providing a great customer experience helps develop an emotional link between the brand and its consumers, improving customer satisfaction. Foster (2017) also suggests that customer satisfaction influences repurchase intentions (Asri et al., 2022). As a result, creating a fantastic customer experience has become an important strategy for retailers to gain a competitive edge (Gao & Fan, 2021).

H1: Customer Experience on Repurchase Intention

H2: Customer Experience on Customer Satisfaction

### Customer Value and Repurchase Intention through Customer Satisfaction

Holbrook (1994) defines customer value in terms of the choice to buy or not buy a product, while Sweeney and Soutar (2001) describe satisfaction as the evaluation consumers make after purchasing a product (Wahyuningsih et al., 2022). According to Guenzi et al. (2009), as cited in Sudaryanto et al. (2024), customer value is a key indicator of repurchase intention. When a purchase is perceived as valuable, it can enhance customer retention and increase the likelihood of future repurchases. Morris et al. (2002) suggest that companies can boost customer satisfaction by creating value for their customers (Lotfabadi et al., 2024). Furthermore, Amelina et al. (2020) say that customer satisfaction has a positive influence on repurchase intention (Venessya & Sugiyanto, 2023).

H3: Customer Value on Repurchase Intention

H4: Customer Value on Customer Satisfaction

## **Price Perception and Repurchase Intention through Customer Satisfaction**

Tjiptono (2008) explains that price perception is linked to how consumers fully comprehend price information and assign significant meaning to it (Siaputra, 2024). Price is the monetary value exchanged for a product or service (Ing & Sim, 2020). When evaluating the price of a product, consumers take into account not only the actual price but also their subjective perception of it (Syahrizal & Sigarlaki, 2024). Styarko (2016) emphasizes that setting the right price is crucial for businesses to succeed in marketing goods or services (Syahrizal & Sigarlaki, 2024). According to a study by Rahma Yulita et al. (2022), there is a significant positive correlation between price perception and customer satisfaction. (Syahrizal & Sigarlaki, 2024). Additionally, research by Fakhirah & Hadi (2024) demonstrates that price perception significantly impacts repurchase intention.

H5: Price Perception on Repurchase Intention

H6: Price Perception on Customer Satisfaction

H7: Customer Satisfaction on Repurchase Intention

## **RESEARCH METHOD**

A quantitative approach is used in this research. The data was examined using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the SmartPLS 4 software to determine the correlations between the variables in question. This study employs Structural Equation Modeling-Partial Least Squares (SEM-PLS) due to its capability to analyze complex relationships between latent variables, particularly in the context of tofu MSMEs in Tofu Village, Kediri City. This method is chosen because it handles non-normal data and small sample sizes effectively, making it well-suited for the study's characteristics (Hair et al., 2021). To minimize bias in data collection, purposive sampling is applied to ensure that the selected respondents are actual customers of tofu MSMEs in Tofu Village, Kediri City. Additionally, using a five-point Likert scale questionnaire helps reduce social desirability bias in respondents' answers. The reliability of the research instrument is ensured through validity and reliability tests, including collinearity statistics (VIF) and the coefficient of determination (R-squared), thereby enhancing the credibility of the study's findings (Hair et al., 2021).

This study's population consisted of all Kediri Regency and City residents who had purchased tofu and processed tofu products from tofu MSMEs in Tofu Village Kediri City. Purposive sampling is used in this investigation, where participants are selected based on specific criteria. These criteria include consumers who are residents of Kediri Regency/City and have made at least one purchase from Tofu MSMEs in Tofu Village Kediri City. According to Hair et al. (2019), the sample size for SEM-PLS analysis should range from 5 to 10 times the number of indicators utilized for each variable. Based on this guideline, the sample for this study was set at 150 respondents to ensure the results are valid and reliable.

Data was collected using an online questionnaire. The questionnaire included a series of questions designed to rank the following variables: customer experience, customer value, price perception, customer satisfaction, and repurchase intention. Each question was given a score on a 5-point Likert scale by the researcher: A score of 1 indicates "strongly disagree," a score of 2 indicates "disagree," a score of 3 indicates "neutral," a score of 4 indicates "agree," and a score of 5 indicates "strongly agree." This research employs data analysis approaches that include measuring outer

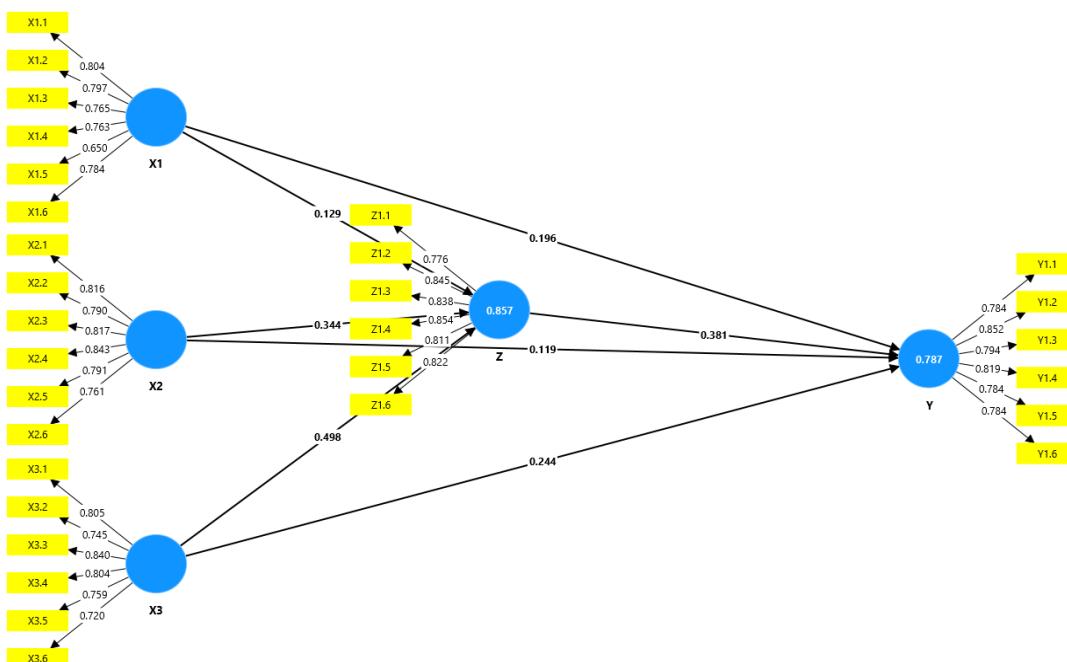
loadings, coefficient determination R-square ( $R^2$ ), measuring construct reliability and validity, measuring discriminant validity, measuring collinearity statistics (VIF), and testing t-statistics (Bootstrapping) (Hair et al., 2021)

## RESULT AND DISCUSSION

### Result

#### Outer Loadings Measurement

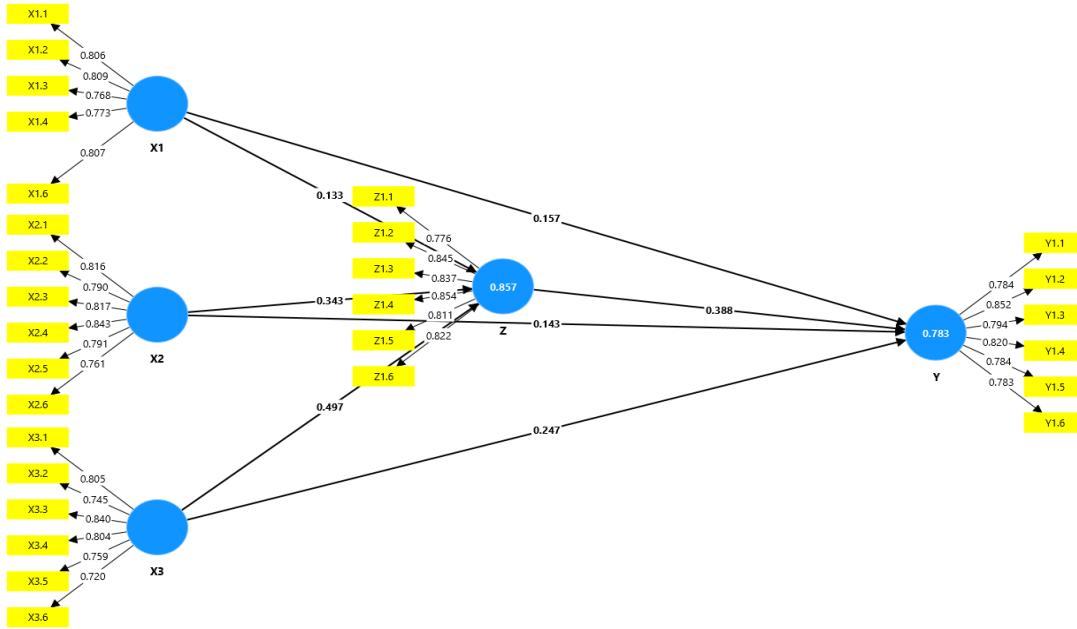
This section analyzes the outer loading value for each indicator in the research model. Outer loading reflects the extent to which each indicator contributes to the measured construct. Hair et al. (2021) state that an outer loading value above 0.7 indicates a substantial contribution of the indicator in explaining the construct it represents. This analysis is crucial to confirm that all indicators in the study are reliable in measuring the intended constructs.



**Figure 2. Outer Loadings Measurement Results**

Source: Output SmartPLS (2024)

According to the outer loading measurement findings, item X1.5 has an outer loading value of less than 0.7, specifically 0.650, indicating that it should be removed. This suggests that the item does not adequately represent the construct or fails to make a meaningful contribution to the formation of the construct being studied. The measures in Figure 3 and Figure 2 show that all items have outer loading values greater than 0.7, indicating that each measurement item contributes significantly and robustly to the construct they represent. In the measurement model analysis, an outer loading value larger than 0.7 indicates that the item captures the construct efficiently and with good reliability.

**Figure 3. Outer Loadings Measurement after Item X1.5 is Removed**

Source: Output SmartPLS (2024)

**Table 1. R-Square - Overview**

	<b>R-square</b>	<b>R-square adjusted</b>
<b>Y</b>	0.783	0.777
<b>Z</b>	0.857	0.854

Source: Data processed SmartPLS 4, 2024

### Coefficient Determination R-Square ( $R^2$ )

The R-squared ( $R^2$ ) and R-squared adjusted ( $R^2$  adjusted) values are important indicators for assessing the structural model's capacity to explain variation in the dependent variable based on the independent variables. These values offer insights into the model's predictive power, with distinct methods of calculation and interpretation (Hair et al., 2021).

This study's measurement model adequately describes the link between independent and dependent variables, as indicated by the  $R^2$  and  $R^2$  adjusted values. The model is valid and dependable, with  $R^2$  values of 0.857 for customer satisfaction and 0.783 for repurchase intention (Table 1). There is a tiny difference in corrected  $R^2$  values (0.854 for customer satisfaction and 0.777 for repurchase intention).

### Construct Reliability and Validity Measurement

The Reliability and validity of the construct are evaluated by checking the Average Variance Extracted (AVE) value, which must be greater than 0.5, along with the analysis of Cronbach's alpha and composite reliability values, where values above 0.7 are considered acceptable (Hair et al., 2021). According to Table 2, the construct reliability and validity assessments are both valid and reliable, since all Cronbach's alpha and composite reliability values surpass 0.7, and all Average Variance Extracted (AVE) values are more than 0.5.

**Table 2. Construct Reliability and Validity**

Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1	0.852	0.853	0.629
X2	0.890	0.892	0.645
X3	0.870	0.872	0.608
Y	0.890	0.890	0.645
Z	0.906	0.907	0.680

Source: Data processed SmartPLS 4, 2024

**Table 3. Discriminant Validity - Heterotrait - Monotrait Ratio (HTMT)**

	X1	X2	X3	Y	Z
X1					
X2	0.930				
X3	0.873	1.004			
Y	0.876	0.936	0.957		
Z	0.892	0.991	1.013	0.958	

Source: Data processed SmartPLS 4, 2024

### Discriminant Validity Measurement

The Heterotrait-Monotrait Ratio (HTMT) approach is used to test discriminant validity, which ensures that each latent component in the model is sufficiently different from others (Henseler et al., 2015). Table 3 reveals that the HTMT values between some constructs exceed the 0.9 thresholds. This situation arises due to the theoretical or conceptual interrelationship between the constructs. High HTMT values typically reflect strong conceptual links between constructs. As noted by Henseler et al. (2015) and Voorhees et al. (2016), the HTMT value often approaches or surpasses the 0.9 limit in latent constructs with a strong theoretical relationship. Furthermore, Sarstedt et al. (2023) stated that when the constructs being compared are conceptually similar, the HTMT threshold can be raised closer to 1.00. This implies that in cases where constructs are highly related, an HTMT value exceeding 0.90 still be acceptable. Therefore, in this study, specific constructs with HTMT values exceeding 0.90 still meet the discriminant validity criteria without compromising the research quality.

### Measurement of Collinearity Statistics (VIF)

The Variance Inflation Factor (VIF) is used in the Partial Least Squares Structural Equation Modeling (PLS-SEM) study to assess the possibility of multicollinearity across reflecting indicators within a construct. Elevated multicollinearity can distort the analysis results, making it crucial to verify that the VIF values fall within acceptable limits. According to Hair et al. (2021), an ideal VIF value should be below 3.3, signifying that multicollinearity is negligible and that the indicator is suitable for use without adjustment. VIF values ranging from 3.3 to 5 indicate moderate multicollinearity, which is generally acceptable, but the theoretical relevance of the indicator should be reconsidered. When the VIF exceeds 5, high multicollinearity exists, necessitating a closer review and possibly removing or

modifying the item to preserve model quality. Consequently, VIF analysis is essential for ensuring that the measurement model remains free from multicollinearity, thereby providing valid and reliable results. In Table 4, all VIF values are less than 3.3, indicating no significant multicollinearity present. As a result, the model is considered stable, reliable, and valid. Furthermore, the table demonstrates no excessive correlation between the indicators within the construct. This implies that the model does not encounter multicollinearity issues, allowing the indicators to represent the construct independently.

**Table 4. Collinearity Statistics (VIF) - Outer Model - List**

Item	VIF	Item	VIF
<b>X1.1</b>	2.023	<b>Y1.1</b>	2.121
<b>X1.2</b>	1.857	<b>Y1.2</b>	2.821
<b>X1.3</b>	1.737	<b>Y1.3</b>	2.230
<b>X1.4</b>	1.728	<b>Y1.4</b>	2.199
<b>X1.6</b>	1.984	<b>Y1.5</b>	2.027
<b>X2.1</b>	2.409	<b>Y1.6</b>	1.897
<b>X2.2</b>	2.062	<b>Z1.1</b>	2.134
<b>X2.3</b>	2.803	<b>Z1.2</b>	2.768
<b>X2.4</b>	3.156	<b>Z1.3</b>	2.399
<b>X2.5</b>	2.109	<b>Z1.4</b>	2.692
<b>X2.6</b>	1.887	<b>Z1.5</b>	2.306
<b>X3.1</b>	2.129	<b>Z1.6</b>	2.234
<b>X3.2</b>	1.841		
<b>X3.3</b>	2.715		
<b>X3.4</b>	2.313		
<b>X3.5</b>	1.914		
<b>X3.6</b>	1.855		

Source: Data processed SmartPLS 4, 2024

**Table 5. Total Effects - Mean, STDEV, t-values, p-values**

Original sample (0)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
<b>X1 -&gt; Y</b>	0.209	0.209	0.080	2.619 0.009
<b>X1 -&gt; Z</b>	0.133	0.136	0.048	2.780 0.005
<b>X2 -&gt; Y</b>	0.276	0.272	0.113	2.445 0.015
<b>X2 -&gt; Z</b>	0.343	0.342	0.088	3.911 0.000
<b>X3 -&gt; Y</b>	0.440	0.447	0.122	3.608 0.000
<b>X3 -&gt; Z</b>	0.497	0.495	0.089	5.591 0.000
<b>Z -&gt; Y</b>	0.388	0.381	0.126	3.090 0.002

Source: Data processed SmartPLS 4, 2024

### Testing t-Statistics (Bootstrapping)

The bootstrapping method is employed to perform the t-statistics test, which helps evaluate the estimated paths in the model and determine the significance of the relationships among the constructs. Typically, a 5% error probability level is applied, with a critical value of 1.96 for hypothesis acceptance. When the t-statistic value is lower than 1.96, it indicates that the relationship between the constructs is insignificant, resulting in the acceptance of the null hypothesis ( $H_0$ ) (Hair et al., 2021). Table 5 shows that all values in the overall effects table, including the mean, Standard Deviation (STDEV), t-values, and p-values, match the criterion for significance. This shows that the links between the model's components are statistically significant, providing strong support for the study hypotheses. The mean is the average of all the effects derived through the bootstrapping method, whereas the STDEV shows the variance or uncertainty in the estimations. A low STDEV shows that the impact is stable. A t-value larger than 1.96 (at a 5% significance level) indicates that the link between the variables is significant, implying that the observed effects are not random. Furthermore, a p-value less than 0.05 strengthens the statistical significance of the correlations.

## Discussion

### Customer Experience on Repurchase Intention

The results of this study show that customer experience has a significant and positive effect on repurchase intention in Tofu MSMEs Tofu Village Kediri City. These findings align with the research of Bakhshandeh et al. (2022), which also found a positive and significant link between customer experience and repurchase intention. This study enhances the understanding of customer experience's role in the food-based MSME industry by demonstrating that customer interactions influence repurchase intention and foster a deeper emotional connection with heritage-based products. The findings offer fresh insights into how, in traditional food businesses such as tofu MSMEs, multisensory experiences, such as direct engagement with the production process, serve as key drivers in cultivating repurchase intention. Tofu MSMEs in Tofu Village Kediri City can implement the "Tofu Experience Tour," an interactive program where customers can observe the tofu-making process, try their hand at making tofu, and sample exclusive tofu varieties available only to tour participants. This initiative creates a distinctive experience that strengthens emotional bonds and encourages repurchase intention.

### Customer Experience on Customer Satisfaction

Based on the findings of this study, customer experience has a significant and positive impact on customer satisfaction in Tofu MSMEs Tofu Village Kediri City. These outcomes are consistent with the work of Pires et al. (2024), who also found a positive and significant link between customer experience and satisfaction. This study introduces a new perspective to customer satisfaction theory by revealing that customer experience functions more as an emotional factor than merely a functional aspect in tofu MSMEs. The findings highlight that enhancing customer satisfaction in the traditional food industry should prioritize interactive elements and storytelling to strengthen the emotional bond between customers, products, and producers. Tofu MSMEs in Tofu Village Kediri City can implement the "Tofu Personalized Pack," a

service that allows customers to customize their tofu selection by choosing the type, texture, and additional seasonings or fillings according to their preferences. This personalized approach enhances the overall customer experience, fostering greater satisfaction and deeper engagement with the product.

### **Customer Value on Repurchase Intention**

This study found that customer value significantly and positively impacts repurchase intention in Tofu MSMEs Tofu Village Kediri City. These findings are consistent with the research conducted by Sudaryanto et al. (2024), which also identified a positive and significant connection between customer value and repurchase intention. This study deepens the understanding of customer value in the MSME context. It demonstrates that customers are more likely to have repurchase intention when they perceive added value in product quality, uniqueness, and personal connections with producers. The findings emphasize that value perception in the traditional food industry extends beyond price considerations to include cultural heritage and quality passed down through generations. Tofu MSMEs in Tofu Village Kediri City can introduce the "Tofu Bundle Surprise", a value-packed offer featuring a selection of various tofu varieties accompanied by complementary products such as signature sambal or a special seasoning blend. This initiative enhances the customer's sense of value, making each purchase more rewarding.

### **Customer Value on Customer Satisfaction**

The results of this study indicate that customer value plays a positive and significant role in customer satisfaction in Tofu MSMEs Tofu Village Kediri City. These findings align with the work of Lotfabadi et al. (2024), which also identified a positive and significant correlation between customer value and satisfaction. This study enriches the theories of customer value and customer satisfaction by demonstrating that in tofu MSMEs, customer satisfaction is not solely derived from product quality but also from the sense of pride in consuming local products that hold social and traditional significance. These insights suggest that marketing strategies emphasizing cultural value in community-based businesses can be more effective in enhancing customer satisfaction than conventional price-based or promotional approaches. Tofu MSMEs in Tofu Village Kediri City can implement the "Tofu Premium Custom", a service that allows customers to personalize their tofu by selecting their preferred texture, filling, or signature seasoning at no additional cost. This customization creates added value tailored to individual preferences, ultimately enhancing customer satisfaction.

### **Price Perception on Repurchase Intention**

This study revealed that price perception positively and significantly influences repurchase intentions at Tofu MSMEs in Tofu Village Kediri City. These findings are consistent with the research by Syahrizal & Sigarlaki (2024), which found a positive and significant relationship between price perception and repurchase intention. This study contributes new insights to price perception theory by revealing that in tofu MSMEs, a favorable price perception is more closely linked to trust in price transparency and the quality of raw materials rather than merely low prices. The findings reinforce that honest and open communication about product

value is more effective in increasing repurchase intention than discount-based or low-price promotional strategies. Tofu MSMEs in Tofu Village Kediri City, can implement the "Tofu Savings Bundle", a program where customers who purchase a certain quantity receive additional free tofu or a discount on their next purchase. This approach fosters a fairer price perception and encourages repurchase intention.

### **Price Perception on Customer Satisfaction**

This study reveals that price perception positively and significantly affects customer satisfaction at Tofu MSMEs in Tofu Village Kediri City. Prior research by Ing & Sim (2020) found a positive and significant relationship between price perception and customer satisfaction, supporting this conclusion. This study provides new insights into the relationship between price perception and customer satisfaction by demonstrating that tofu MSME customers experience greater satisfaction when prices reflect quality and a transparent production process. These findings suggest that pricing strategies that educate customers about raw materials and production methods in the traditional food industry can enhance satisfaction more effectively than purely competitive pricing approaches. Tofu MSMEs in Tofu Village Kediri City can implement the "Tofu Fair Price Tag," a system that displays price comparisons per gram or per serving with similar products in the market on packaging or storefronts. This approach reassures customers that they are receiving fair and competitive pricing, ultimately boosting customer satisfaction.

### **Customer Satisfaction on Repurchase Intention**

The results of this study indicate that customer satisfaction has a significant and positive impact on repurchase intention in the Tofu MSMEs Tofu Village Kediri City. Similar findings were observed by Ing & Sim (2020), who also identified a significant and positive connection between customer satisfaction and repurchase intention. This study expands the understanding of customer satisfaction as a mediating factor by revealing that, in tofu MSMEs, customer satisfaction is more influenced by social interactions and a sense of belonging to local products rather than individual aspects such as price or promotions. These findings emphasize that in community-based industries, fostering stronger customer relationships through experiences and cultural value can be more effective in enhancing repurchase intention than conventional marketing strategies. Tofu MSMEs in Tofu Village Kediri City can implement the "Tofu Custom Order," a service that allows customers to personalize their tofu by selecting their preferred level of doneness, flavor, or size. This customization enhances satisfaction and encourages repurchase intention.

## **CONCLUSION**

The findings of this study conclude that customer experience, customer value, price perception, and customer satisfaction significantly influence repurchase intention in tofu MSMEs in Tofu Village Kediri City. First, customer experience is shown to have a positive and significant effect on repurchase intention, indicating that a favorable customer experience enhances the likelihood of repeat purchases. Second, customer value also exerts a positive and significant impact on repurchase intention, highlighting the importance of perceived value in motivating customers to repurchase intention. Additionally, price perception plays a crucial role in boosting

repurchase intention, where an appropriate price perception significantly influences customer decisions to repurchase intention. Lastly, customer satisfaction is a mediating variable that strengthens the relationships between customer experience, customer value, and price perception with repurchase intention. Overall, the results provide comprehensive evidence that these factors are interrelated and play a vital role in fostering repurchase intention in tofu MSMEs in Tofu Village Kediri City.

Based on the findings of this study, tofu MSMEs in Tofu Village Kediri City can implement several policy implications to enhance repurchase intention. First, improving customer experience should be a top priority. This can be achieved by providing a shopping experience that is convenient, friendly, and responsive to customer needs. Second, efforts to enhance customer value can be carried out by offering added value to the products, such as flavor innovations, attractive packaging, or additional benefits that customers can appreciate. Third, managing price perception effectively is crucial. Competitive pricing strategies that still reflect the product's quality can help customers feel they are receiving good value for their money. Lastly, customer satisfaction must be given serious attention, as it acts as a key mediator strengthening the impact of customer experience, customer value, and price perception on repurchase intention. In practice, tofu MSMEs in Tofu Village Kediri City can implement educational production tours, customized product offerings based on customer preferences, and price transparency to enhance customer satisfaction and repurchase Intention. By integrating these strategies, tofu MSMEs in Tofu Village Kediri City can foster stronger customer relationships and drive repurchase intention more effectively.

This study has several limitations that should be acknowledged. One of the primary constraints is its geographic focus, which is limited to tofu MSMEs in Tofu Village Kediri City. As a result, the findings may not be generalizable to tofu MSMEs in other regions. Additionally, the sample size used in this research is restricted to 150 respondents, following the sample size determination method of Hair et al. (2019). The respondents were solely from Kediri Regency and Kediri City, which may impact the discriminant validity of the study's findings due to the limited diversity of responses. A limited geographical scope or sample size can impact the validity of results due to discriminant validity issues caused by respondent homogeneity. This lack of diversity in the sample makes distinguishing unique characteristics among respondents challenging, potentially leading to weaker discriminant validity in the study. As a result, the ability to accurately analyze the relationships between variables may be compromised. Future research is encouraged to use a larger sample size and expand the respondent pool across East Java to capture a broader range of perspectives. Future studies can also broaden their scope by examining local food MSMEs, particularly tofu businesses, in various regions to gain a more comprehensive understanding of the factors influencing repurchase intention. Moreover, further exploring additional variables may offer deeper insights into the relationships between customer experience, value, price perception, and repurchase intention. By extending the scope of research and considering additional variables, future studies can provide more extensive contributions to the marketing strategies of traditional food-based MSMEs, particularly in the tofu industry.

The findings of this study reveal that certain Heterotrait-Monotrait Ratio (HTMT) values did not satisfy the ideal discriminant validity thresholds. This deviation suggests a strong interrelationship between the latent constructs in the

research model. Consequently, the following recommendations are proposed for future research to conduct a more in-depth evaluation of research instruments, especially the indicators used to measure variables. Instrument development with more specific and non-overlapping indicators can better fulfill discriminant validity. The mismatch of HTMT values may indicate the need for a more complex research model. Further research may consider adding moderating variables to explain the relationship between variables better. Alternative methods, such as multi-level or multi-group analysis, could explore variations in the relationships between variables across different respondent groups, such as by age, customer experience, or income level.

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