

Perceived Value and Emotional Attachment on Repurchase Intention through Brand Experience

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Abstract

This study aims to analyze the influence of perceived value and emotional attachment on repurchase intention, with brand experience as a mediating variable among consumers of the "XYZ" brand. The research is grounded in the context of intense competition within the Fast-Moving Consumer Goods (FMCG) industry, specifically focusing on the herbal health product category. A quantitative descriptive method was applied using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach through SmartPLS 4. The sampling technique used was non-probability sampling with purposive sampling, distributing a Google Form questionnaire to 156 respondents who are consumers of "XYZ" brand who lives in Jakarta, have already consumed the product at least twice, and intend to buy them again in the future. The results reveal that perceived value and emotional attachment have a positive and significant effect on brand experience and repurchase intention. Brand experience also has a positive and significant effect on repurchase intention and successfully acts as a mediating variable. This study contributes academically to the understanding of consumer behavior and FMCG marketing. The novelty of this research lies in the simultaneous integration of perceived value and emotional attachment, along with the inclusion of brand experience as a mediating variable. In addition, this study explores the herbal health product category within the FMCG sector, which remains limited in existing literature.

Keywords: perceived value, emotional attachment, brand experience, repurchase intention.

INTRODUCTION

Health is a very important element of life and must always be maintained by every individual. As time goes by, public awareness of health is also increasing. Awareness of health can be defined as a person's level of knowledge and concern about their health condition and related behaviours (Zhang et al., 2024).

Not only has public awareness increased, but various methods related to health maintenance efforts have also developed rapidly. This has also encouraged the development of the Fast-Moving Consumer Goods business related to health support products. (Sun et al., 2021) argue that the global health crisis has driven a surge in demand for FMCG products related to health, which will then affect the overall performance of FMCG companies through changes in consumer shopping behaviour and preferences. Furthermore, FMCG companies are required to adapt not only in terms of distribution and supply chains, but also in terms of product innovation that is more in line with consumer health needs. This development and transformation also supported by (Bocken et al., 2022), who researched circular business

models in the FMCG industry that emphasize the importance of sustainability and added health value in product development.

One of the Fast-Moving Consumer Goods sectors involved in the development of health products is ready-to-drink herbal medicine products with natural herbal ingredients that are considered capable of helping maintain the body's immune system. Ready-to-drink herbal medicine products with ingredients unique to Indonesia have unique characteristics in various aspects. Starting from the perception of benefits and value, the emotional attachment that is formed, to the consumption experience that is different from other product categories. One of the ready-to-drink herbal medicine products is the "XYZ" brand.

When viewed in the business world, the Fast-Moving Consumer Goods (FMCG) market in the health category also shows competitive growth. Today, consumers no longer focus solely on the functional aspects of a product but also consider perceived value, emotional attachment to a brand, and the brand experience it provides. Brands that successfully maintain these three aspects will be able to foster repurchase intent among their consumers.

These consumer-based assets provide a competitive advantage and transform initial success into sustainable repeat purchasing behaviour (Rastogi et al., 2024) states that many brands are able to attract consumers at the time of initial purchase, but then fail to get consumers to make repeat purchases. Yuan et al. (2021) also explain that Repeat Purchase Intention (Repurchase Intention) refers to the behaviour of customers who are willing to repurchase products or services from the same brand. When products meet customer expectations and recognition, they will repurchase those products and use them for a long period of time.

In the context of marketing management, one factor that is believed to influence Repurchase Intention is Perceived Value. According to Rombe et al. (2021) and Adinugraha et al. (2021), Perceived Value is a combination of several elements, namely: physical attributes, service attributes, and technical support obtained in the use of the product. This is in line with the research by Wijaya et al. (2021), which states that Perceived Value is consumers' overall assessment of the benefits of a product based on what they receive and what they give.

Research conducted by Lin et al. (2022) explains that Perceived Value has a significant positive impact on Customer Satisfaction, Word-of-Mouth, and Repurchase Intention. However, there is a contradiction with the research conducted by Muhajir & Indarwati (2021), which states that Perceived Value has no effect on Repurchase Intention. This shows that there is still inconsistency in research related to Perceived Value and its relationship with Repurchase Intention, so it must be explored more deeply.

The role of Perceived Value can give rise to Emotional Attachment, which in turn can make consumers more attached to a brand. Li & SU (2025) explain that when a brand provides emotional satisfaction to its consumers that goes beyond functional aspects alone, consumers will tend to develop a higher level of emotional dependence on that brand. Chebab & Boukerch (2025) also argue that emotional attachment not only makes consumers more satisfied, but also increases brand loyalty, which is very important for FMCG businesses to achieve repurchase intention.

Experience is very important for every consumer to get what they expect from something they receive or experience Hartono & Rodhiah (2021). Lavenia & Rodhiah (2024) also explain that quality, popularity, brand experience, and satisfaction have a positive and significant impact on repurchase intention. Therefore, Brand Experience serves as a mediating variable that bridges and strengthens the relationship between Perceived Value and Emotional Attachment in creating Repurchase Intention.

Research on consumer behavior, specifically related to factors that influence Repurchase Intention, has been widely conducted in various marketing literature. However, many of the

previous studies tended to examine the relationship patterns between variables that influence Repurchase Intention separately or in a one-way hierarchical context. For example, they were limited to Perceived Value and Brand Experience alone or the influence of Perceived Value, Customer Satisfaction, and Brand Association.

In addition, previous studies have focused more on the context of digital products or marketplaces, the F&B sector, tourist destinations, or other FMCG product sectors. This has resulted in limited in-depth research and studies related to FMCG products in the herbal health product sector. Specifically related to the “XYZ” brand, most studies still focus on the influence of product quality, brand awareness, brand image, and similar variables. This opens up space for new research to further examine consumer behavior dynamics in the context of the herbal health product sector by looking at the characteristics of routine consumption and consumer behavior strongly associated with the product.

The primary objective of this study is to examine how perceived value and emotional attachment shape consumers repurchase intention within the context of an established herbal FMCG brand. Specifically, this research aims to investigate the direct effects of perceived value and emotional attachment on repurchase intention, as well as their indirect effects through the mediating role of brand experience. By integrating these four key consumer behaviors constructs into a single empirical model, this study seeks to provide a more comprehensive understanding of the psychological and experiential drivers of repurchase behavior in the competitive herbal health product market.

The novelty of this study lies in the simultaneous assessment of the variables of Perceived Value and Emotional Attachment, together with Brand Experience, in explaining Repurchase Intention in the context of the herbal health product sector in the FMCG industry. The structure of the relationship between these variables has not been widely researched. Most of the literature uses Brand Experience as a predictor or independent variable, not as a mediating variable that functions as a bridge between perceived value and emotional attachment to repurchase intention. Therefore, by using Brand Experience as a mediator, this study provides a new perspective that brand experience is not only formed from consumer interactions with products, but can also be generated from the emotional feelings and perceived value of consumers. Thus, this study can broaden the understanding of the Brand Experience variable itself.

Previous studies have examined Perceived Value and Brand Experience as predictors of Repurchase Intention. This study presents new findings regarding Perceived Value, which has been proven to influence Brand Experience. In addition, the involvement of Emotional Attachment together with Perceived Value and Brand Experience in predicting Repurchase Intention is also a new finding. This is because in previous studies, Emotional Attachment tended to be associated with brand loyalty, brand trust, or consumer satisfaction. Therefore, its relationship with Brand Experience as a mediator has rarely been studied. This approach provides a novelty that emotional attachment influences brand experience and repurchase intention by improving the quality and strengthening the brand experience.

Another contribution is several characteristics were examined in this research, such as consumers’ emotional attachment to the product, the perceptions formed in customers’ minds when consuming the product, and the product's use from generation to generation. Most previous studies have focused more on aspects such as brand image, brand equity, packaging design, advertising, or customer satisfaction. Therefore, this study provides new insights into how customers process values, emotions, and experiences in an integrated manner, which then makes them want to repurchase traditional herbal health products.

METHOD

This study used a descriptive research design with a quantitative approach to examine the relationships among perceived value, emotional attachment, brand experience, and repurchase intention. A cross-sectional survey method was used, allowing data to be collected from respondents at a single point in time (Sekaran & Bougie, 2019). The sampling technique used in this study was purposive sampling, a non-probability sampling method. Data were collected through an online questionnaire distributed via Google Forms, resulting in 156 valid responses from “XYZ” consumers who lives in Jakarta, have already consumed the product at least twice, and intend to buy them again in the future. The criteria required for respondents are for having the knowledge of “XYZ” ready-to-drink herbal product and also have consumed the product at least twice. These criteria ensured that participants had sufficient experience with the product to evaluate their perceptions and behavioral intentions accurately.

The research model consisted of 29 indicators distributed across all four variables. All items were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). There are 8 indicators for Perceived Value that adapted from Sweeney and Soutar, 2001; Lin et al, 2022 (consistency of product quality, performance of product manufacturing process, social perception, products comfort, products enjoyment, reasonable product price, quality alignment with price, products economically price). The 8 indicators of Emotional Attachment were adapted from Thomson et al, 2005; Shimul (affection for and from the product, familiarity, attachment, emotional connection, personal connection, enthusiasm for the product, loyalty). The 7 indicators of Brand Experience were adapted from Brakus et al., 2009; Shizhen et al., 2025 (strong visual impression, strong sensory impression, emotional elements, real actions, physical experiences, active thinking, curiosity and problem solving). And for Repurchase Intention, the 6 indicators were adapted from Hellier et al. (2003), Lin et al. (2022), Aren et al. (2013), Yasri et al. (2020), Herjanto and Amin (2020), and Zang et al. (2022). They are tendency to repurchase, repurchase intention, priority toward the brand, repurchase intention driven by positive experiences, anticipatory feelings, and long-term relationship.

The analysis is conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for predictive research, complex models, and non-normally distributed data. SmartPLS 4 was used to estimate the measurement and structural models. Prior to distribution, the questionnaire underwent content validation ensuring clarity, relevance, and consistency of measurement items. The PLS-SEM model specification is as below:

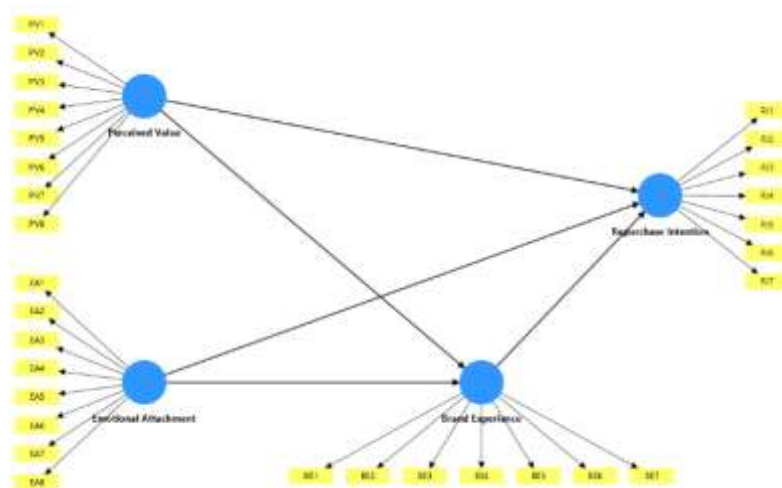


Figure 1. Research Model Specification

RESULT AND DISCUSSION

Respondents Descriptions

This study was conducted on 156 respondents of “XYZ” consumers in Jakarta, Indonesia who met the research criteria. The following section presents the descriptive profile of the respondents who participated in this study. In terms of genders, 42.9% were male and 57.1% were female, indicating that women tend to be more active in making decisions to purchase health products. In terms of age distribution, it was dominated by, 48.7% respondents were aged 21–30, 19.9% respondents were between 31–40, and another 19.9% were above 40. From the residential distribution, respondents represented all five administrative cities of Jakarta. A total of 49.4% resided in West Jakarta, followed by 23.7% from East Jakarta, 14.7% from North Jakarta, 6.4% from South Jakarta, and 5.8% from Central Jakarta. In terms of occupation, 37.8% of respondents were students and 44.9% were employees. In terms of educational background, it's dominated by 62.2% bachelor's degree, indicates the samples are well-educated consumers. Regarding the consumption frequency, 9 respondents reported consuming the product once per week, 14.7% consumed it 1–3 times per month, and 8.3% consumed it more than three times per month. Additionally, 10.9% indicated using the product only occasionally, while 58.9% reported consuming it specifically when experiencing sickness. A small proportion (1.2%) stated that they consume the product very rarely. These patterns suggest that although regular users exist, the majority of consumers treat the product as a situational remedy rather than a routine wellness beverage, reflecting its functional role within the herbal health category.

Outer Model

In the outer model, there would be validity and reliability test that applied to the data that already gathered before.

Convergent validity will be fulfilled when scores obtained with two different measuring instruments measure the same concept and have a high correlation (Sekaran & Bougie, 2019). The measurement of convergent validity is Average Variance Extracted. The minimum acceptable AVE value is 0.50 or higher, indicating that the construct explains 50% or more of the variance of the indicators that form the construct (Hair et al., 2022).

Table 1. Average Variance Extracted Analysis

	Average Variance Extracted (AVE)
Brand Experience	0.561
Emotional Attachment	0.707
Perceived Value	0.592
Repurchase Intention	0.716

Source: Results of SmartPLS 4 Data Processing by Writer (2025)

Based on the AVE test in Table 1, it can be concluded that all variables in this study have an AVE value bigger than 0.50, with each construct explaining more than 50% of the variance in its indicators, thus meeting the convergent validity test criteria.

According to Sekaran & Bougie (2019), reliability testing in research aims to measure the extent to which measurements are free from bias or error. There would be two measurements for reliability test, which are Cronbach's Alpha (α) and Composite Reliability. The minimum Cronbach's Alpha (α) and Composite Reliability values that can be considered reliable are 0.60 (Hair et al., 2022)

Table. 2 Cronbach's Alpha (α) and Composite Reliability Analysis

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand Experience	0.869	0.876	0.899
Emotional Attachment	0.940	0.941	0.951
Perceived Value	0.902	0.905	0.921
Repurchase Intention	0.920	0.922	0.938

Source: Results of SmartPLS 4 Data Processing by Writer (2025)

Based on the results of the data analysis above, it can be concluded that Cronbach's Alpha (α) and Composite Reliability of this study are above 0.60, indicating that each construct in this study has adequate reliability and meets the reliability test criteria.

Inner Model

The Inner Model shows the relationships (paths) between constructs in a study. The assessment of the Inner Model will determine the model's ability to explain and predict one or more target constructs (Hair et al., 2022). Inner model will be measured by the coefficient of determination (R-square). R-square values start from 0.75 (substantial/strong, 0.50 (moderate/average), and 0.25 (weak).

Table 3. Coefficient of Determination (R-square) Analysis

	R-square	R-square adjusted
Brand Experience	0.668	0.664
Repurchase Intention	0.714	0.708

Source: Results of SmartPLS 4 Data Processing by Writer (2025)

Based on the results of the data analysis above, it can be concluded that Cronbach's Alpha (α) and Composite Reliability of this study are above 0.60, indicating that each construct in this study has adequate reliability and meets the reliability test criteria. It can be concluded that for the Brand Experience variable, the R-square value is 0.668, which means that 66.8% of the Brand Experience variable can be explained by the Perceived Value and Emotional Attachment variables on average, and the remaining 33.2% can be explained by variables and factors outside this research model. Meanwhile, the Repurchase Intention variable obtained an R-square value of 0.714, which means that 71.4% of the Repurchase Intention variable can be explained by the Perceived Value and Emotional Attachment variables on average. The remaining 28.6% can be explained by variables and factors outside this research model.

Bootstrapping and Path Coefficient

Hypothesis testing in this study aims to determine the relationship between variables that have been formulated in this research model. Hypothesis testing will use the Bootstrapping technique in SmartPLS 4 software, which will show the significance of the respondent data that has been obtained and processed statistically. The criteria in the Bootstrapping technique that will assess the influence and significance between variables are the Path Coefficient value, t-statistic value, and p-value. In marketing research, the t-statistic

value used is at least 1.96 with a significance level of 5%. Thus, when using a significance level of 5%, the t-statistic value must be greater than 1.96 and the p-value must be less than 0.05 to conclude that the hypothesis is accepted and has a significant effect (Hair et al., 2022).

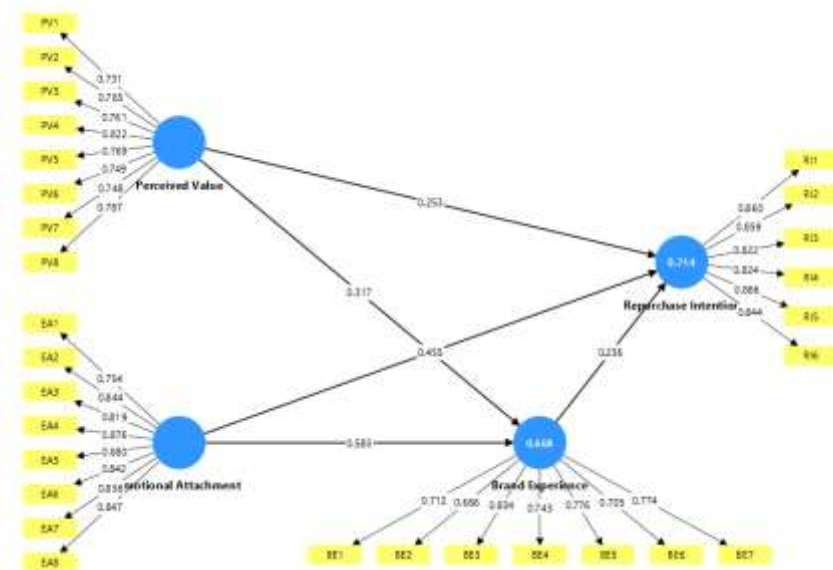


Figure 2. Loading Factors and Bootstrapping

Table 4. Path Coefficient and Bootstrapping Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
BE → RI	0.236	0.229	0.091	2.599	0.009
EA → BE	0.585	0.589	0.072	8.170	0.000
EA → RI	0.455	0.458	0.072	6.306	0.000
PV → BE	0.317	0.313	0.087	3.633	0.000
PV → RI	0.253	0.257	0.091	2.777	0.006

Source: Results of SmartPLS 4 Data Processing by Writer (2025)

Table 5. Special Indirect Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
EA → BE → RI	0.138	0.135	0.058	2.384	0.017
PV → BE → RI	0.075	0.071	0.034	2.193	0.028

Source: Results of SmartPLS 4 Data Processing by Writer (2025)

There are several things that we can elaborate from these results:

Based on the results of the Path Coefficient and Bootstrapping tests in Table 4, it can be concluded that all hypotheses in this study are accepted with a positive and significant effect due to the positive Original Sample value, t-statistic value above 1.96, and p-value below 0.05.

The bootstrapping results indicate that perceived value has a positive and significant effect on repurchase intention. The analysis shows a positive original sample value of 0.253, with a t-statistic of 2.777 and a p-value of 0.006, confirming the statistical significance of this relationship. These findings suggest that higher levels of perceived value lead to stronger repurchase intentions among consumers of “XYZ” brand. This result is consistent with previous studies, such as Lin et al. (2022) and Xu et al. (2022), which similarly found that perceived value exerted a positive and significant influence on repurchase intention. Together with existing literature, the findings of this study reinforce the notion that perceived value represents a critical determinant of consumers’ willingness to repurchase a product. When customers perceive a product as valuable whether in terms of quality, utility, or overall benefit they are more inclined to maintain purchasing continuity.

Emotional attachment has a positive and significant effect on repurchase intention. The analysis shows a positive original sample value of 0.455, accompanied by a t-statistic of 6.306 and a p-value of 0.000, indicating a highly significant relationship. These results suggest that stronger emotional attachment toward the brand “XYZ” leads to higher levels of repurchase intention among consumers. This finding is consistent with prior studies, including Li and Su (2025) and Razali et al. (2025), which similarly demonstrate that emotional attachment exerts a positive and significant influence on repurchase behavior and repurchase intention. Supported by existing literature, the results of this study highlight that emotional attachment plays a crucial role not only in fostering brand loyalty but also in shaping and strengthening consumers’ intention to repurchase. When customers feel emotionally connected to a brand, their repeated purchasing decisions become more likely and more resilient over time.

Brand experience has a positive and significant effect on repurchase intention. The analysis indicates a positive original sample value of 0.236, with a t-statistic of 2.599 and a p-value of 0.009, confirming the statistical significance of this relationship. These findings suggest that the more positive the brand experience perceived by consumers of brand “XYZ”, the stronger their intention to repurchase the product. This result aligns with previous research, including studies by Hartono and Rodhiah (2021) and Carolin and Margaretha Pink Berlianto (2025), which also found that brand experience significantly enhances repurchase intention. Taken together, these findings underscore the importance of brand experience as a differentiating factor in the minds of consumers. Elements embedded within a positive brand experience create added value and strengthen consumers’ preference for brand “XYZ” over competing alternatives, ultimately reinforcing their intention to repurchase.

Perceived value has a positive and significant effect on brand experience. The analysis shows a positive original sample value of 0.317, with a t-statistic of 3.633 and a p-value of 0.000, confirming the statistical significance of this relationship. These findings suggest that the higher the perceived value obtained by consumers from brand “XYZ”, the stronger and more positive their brand experience becomes. This result aligns with prior studies, such as Syafrudin and Ridhaningsih (2025), which highlight that perceived value and customer experience are positively interrelated and jointly contribute to enhancing repurchase intention. Consistent with these insights, the results of this study reinforce the notion that perceived value functions as an antecedent to brand experience. When consumers perceive high value, whether in terms of quality, benefits, or overall utility they are more likely to form deeper, more satisfying, and more meaningful brand experiences.

Emotional attachment has a positive and significant effect on brand experience. The analysis reports a positive original sample value of 0.585, with a t-statistic of 8.170 and a p-value of 0.000, indicating a strong and statistically significant relationship. These findings suggest that higher levels of emotional attachment toward brand “XYZ” lead to stronger, more meaningful, and more engaging brand experiences for consumers. Supported by prior

literature, the results of this study reinforce the conceptual understanding that emotional attachment plays a crucial role in shaping how consumers perceive and interact with a brand. When customers feel emotionally connected to a brand, they tend to process brand-related experiences more deeply and positively. This heightened experiential engagement ultimately serves as an important foundation for the formation of repurchase intentions.

The bootstrapping results show that brand experience significantly mediates the relationship between perceived value and repurchase intention. The indirect effect yields a positive original sample value of 0.075, with a t-statistic of 2.384 and a p-value of 0.017, indicating a statistically significant mediation effect. These findings suggest that higher perceived value enhances consumers' brand experience, which in turn strengthens their intention to repurchase the product. In this study, Brand Experience has a role as a partial mediator, as Perceived Value influences Repurchase Intention both directly and indirectly through the effectiveness of Brand Experience in enhancing Repurchase Intention.

This result aligns with previous studies, such as Carolin and Margaretha Pink Berlianto (2025), which similarly found that perceived value and brand experience jointly exert a positive and significant influence on repurchase intention. The present study reinforces the notion that perceived value and brand experience are closely interconnected constructs that work together in shaping consumer behavioral outcomes. Specifically, brand experience serves as a meaningful pathway through which perceived value influences consumers' repurchase intention, highlighting its role as an experiential bridge that amplifies the impact of perceived value on repeat purchasing behavior.

Furthermore, brand experience significantly mediates the relationship between emotional attachment and repurchase intention. The indirect effect shows a positive original sample value of 0.138, supported by a t-statistic of 2.193 and a p-value of 0.028, confirming a statistically significant mediation. These findings indicate that higher emotional attachment toward brand XYZ enhances consumers' brand experience, which subsequently increases their intention to repurchase the product. For this case, Brand Experience also has a partial mediator role, as Emotional Attachment influences Repurchase Intention both directly and indirectly through the effectiveness of Brand Experience in enhancing Repurchase Intention.

This result is consistent with the findings of Razali et al. (2025), who reported that emotional attachment and prior brand experiences have a positive and significant influence on repurchase intention. Together with the existing literature, the results of this study highlight that brand experience serves as an experiential pathway through which emotional attachment exerts its influence on consumers' repurchase behavior. In other words, when customers feel emotionally connected to a brand, the resulting positive and meaningful brand experiences strengthen their likelihood of engaging in repeat purchasing.

CONCLUSION

This study demonstrates that perceived value, emotional attachment, and brand experience are key determinants of repurchase intention for brand XYZ. Perceived value not only increases consumers' likelihood of repurchasing but also strengthens their overall brand experience, indicating that value perceptions form an important foundation for experiential engagement.

Emotional attachment likewise plays a significant role in shaping repurchase intention. Consumers who feel emotionally connected to the brand tend to report more positive brand experiences, emphasizing the influence of affective bonds on how brand interactions are interpreted and remembered. Brand experience itself exerts a direct and significant impact on repurchase intention. Positive and meaningful experiences reinforce consumers' loyalty and increase their intention to repurchase the product.

Moreover, brand experience serves as an important mediator in the relationships among the constructs. It mediates the effects of both perceived value and emotional attachment on repurchase intention, demonstrating that consumers' cognitive evaluations and emotional connections translate into behavioral intentions more strongly when supported by positive experiential encounters.

Overall, these findings highlight the interconnected roles of perceived value, emotional attachment, and brand experience in shaping consumers repurchase decisions. They collectively demonstrate that both cognitive evaluations and emotional connections, reinforced through rich brand experiences, are essential for cultivating long-term consumer loyalty in competitive FMCG markets.

This study has several limitations. Its scope was restricted to one product category and brand, which may limit the generalizability of the findings. The research model also included only a selected set of variables, leaving out other factors that may influence repurchase intention. In addition, the cross-sectional design and limited data collection period may not fully reflect changes in consumer perceptions over time. Future research may expand the model by incorporating additional variables and examining different brands or industry sectors to assess whether the relationships identified in this study remain consistent across contexts. Longitudinal approaches may also provide deeper insights into how consumer experiences and behavioral intentions evolve over time.

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