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# The Influence of Repurchase on Fresh Food (Case Study of Sayurbox)

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**Abstract:** The growing online grocery stores have become an attractive choice for consumers to shop for their daily fresh ingredients. This research analyzes the impact of perceived price, product quality, perceived value, and satisfaction on the repurchase intention of fresh food in Sayurbox. The results of the proposed hypothesis were tested using structural equation model on 180 respondents to show that perceived value and product quality contributed to influencing consumer perceived value. Perceived value has been found to be highly correlated with satisfaction, and increased value received by consumers increases satisfaction. Research also reveals that satisfaction has a significant impact on repeat purchase intention. Higher satisfaction means consumers are more likely to shop at the same place. Furthermore, the moderation delivery between perceived value and satisfaction has a positive effect but significant effect, suggesting that delivery influences customer response.

**Keywords:** Repurchase, Product Quality, Perceived Value, Fresh Food

## INTRODUCTION

Online grocery is a service that can allow consumers to order perishables and other daily necessities through applications or website. The increase in users of online grocery stores is not only due to the increase in mobile phone users, but also because of the pandemic (Covid 19). The Covid19 pandemic has also impacted the habits of the community and this situation has pushed the community to use more digital media. According to survey data, the major products consumer frequently buy online during Covid-19 pandemic in Indonesia are foodstuffs, personal hygiene products, and clothing (Statista, 2022). Based on launch data taken from JetCommerce (2021), e-commerce sales increased 36% in consecutive Q4 2020. This was directly proportional to the number of transactions, increasing by 53% to reach 750,000 transactions.

Sayurbox is one of the applications that sell fresh products that was founded in 2016. Compared to other applications that have appeared in advance Sayurbox can be rated better, judging from the number of downloaders and the assessment of the application. Sayurbox offers a variety of price promotions, from discounts and price reduction on imperfect

products, to product bundling. In the delivery attributes, Sayurbox provides free shipping with a relatively low minimum purchase amount and same-day delivery service for orders. It is known that there was a four times sales increase during the pandemic (TempoBisnis, 2020).

Regarding online fresh food shopping previous studies, it shows a correlation between satisfaction and repurchase intention, whereas according to S. H. Lee et al., (2020) and Shin & Lee (2018) consumer satisfaction will affect repurchase intention. In addition to the above factor, the previous research has shown several factors that influence the intention of online repurchase of a product either directly or indirectly such as perceived price (H. W. Kim et al., 2012), product quality (Ariffin et al., 2016; S. H. Lee et al., 2020; Sari, 2020). Therefore, the purpose of this study is to understand the impact of perceived price, perceived value, quality of product, also satisfaction on the intention to repurchase fresh food online, as well as the effect of delivery moderation on this phenomenon.

## LITERATURE REVIEW

### The Effect of Perceived Price on Perceived Value

Perceived price reflects as a subjective assessment of consumers of the reasonableness of the prices of a product or service compared to a competitor's reference price (Zietsman et al., 2019). A similar explanation is put forward by Jeaheng et al., (2020), perceived price is as an assessment between products, services, and average prices compared to competitors and or their previous expectations. Ali & Bhasin (2019) who observed repeat purchase intention in online shopping, found that the correlation between perceived prices was negative and strongly influenced perceived value. Studies by Gupta & Kim, (2007) and H. W. Kim et al., (2012) also showed similar result. This suggests that consumers associate perceived prices negatively with perceived values, which is consistent with popular marketing theory. Reducing transaction costs (prices) can maximize value for customers. The value felt by the consumer is formed from the experience they have gone through. Sinha & Verma (2020) defines perceived value by referring to the higher profits that consumers receive compared to the sacrifices given. Consumers tend to strive to maximize total utility on each purchase (H. W. Kim et al., 2012). Therefore, the price paid is considered a sacrifice, so any increase in the price will make the customer feel that they have sacrificed more and reduce the utility, thereby reducing the perceived value (Ali & Bhasin, 2019). Build on this, the proposed hypothesis is:

$H_1$: Perceived price negatively affects perceived value.

### The Effect of Product Quality on Perceived Value

Quality of product reflects the user's perspective in evaluating the whole product (Xu, 2017). Quality is one of the components that lead to the customer post-consumption evaluations of product satisfaction, value, trust, and loyalty, and these characters are usually used by customers to compare expected and perceived quality (Suttikun & Meeprom, 2021). In research conducted by Sullivan & Kim (2018) competitive price and website reputation affect product quality which ultimately leads to perceived value. Konuk (2019) collected empirical data with written survey instruments and finding product quality positively significantly affects perceived value. There is a need to improve product quality, as quality positively and significantly affect the perceived value of consumers (Suttikun & Meeprom, 2021). Product quality directly affects perceived value also indirectly reducing perceived risks (Snoj et al., 2004). The proposed hypothesis is:

$H_2$: Product quality has a positive effect on perceived value.

**The Role of Delivery Moderation between Perceived Value and Satisfaction**

The shipment of the right product in the correct packaging, with adequate amount and quality, within an appointed time and place, and with minimal costs can be defined as delivery (Vasic et al., 2019). Delivery is often considered an important criterion for consumers in decision-making in shopping online (Vakulenko et al., 2019). A slightly different correlation was found between delivery and consumer satisfaction. Research conducted by Ali & Bhasin (2019) revealed that delivery positively affects satisfaction but is not significantly. However, Ali & Bhasin (2019) shows that delivery has a large positive impact on perceived value. This is because the waiting time or delivery time until the product is received is considered a sacrifice so when the waiting time is longer it will increase customer anger and will directly reduce the value attached to the transaction.

On the other hand, a correlation between delivery service and customer satisfaction was positive and significant showed by Shin & Lee (2018). This is because consumers who shop online are very concerned about the speed also the accuracy of delivery (accurate products, number of shipments, place of delivery, delivery time, etc.). In addition, the sade and undamaged delivery of goods is an important aspect of customer satisfaction. A study by Ziaullah et al., (2014) also has the same output, delivery service directly affects satisfaction in the context of reliable delivery, package safety, and timely delivery. Shipping or delivery service is found to have the greatest influence on consumer satisfaction in shopping online (Vasic et al., 2019). The quality of the delivery can affect the level of consumer confidence in shopping online. When there is a delay in delivery, consumers will feel dissatisfied and easily consumers will move from one store to another. Research has shown that the effect of delivery moderation on satisfaction has significant positive outcomes (Tandon et al., 2020). Build on this, the proposed hypothesis is:

$H_3$: Delivery strengthens the positive relationship between perceived value and satisfaction.

**The Effect of Perceived Value on Satisfaction**

The purchase process such as pre-purchase, purchase, and post-purchase can be source of products value for consumer (Suttikun & Meeprom, 2021). It is known that perceived value positively affects the satisfaction of consumers (Samudro et al., 2020; Suttikun & Meeprom, 2021). The same thing is stated by (Ali & Bhasin, 2019; Carlson et al., 2015; Hsin Chang & Wang, 2011) where perceived value affects satisfaction in online shopping. Overall, the concept of perceived value is about the benefits consumers get and what consumers provide in buyer-seller interactions. The impact of perceived value has greater impact on satisfaction than perceived quality. This is based on the behavior of consumers who prefer cheaper products as long as the quality of the product is acceptable. Build on this, the proposed hypothesis is:

$H_4$: Perceived value has a positive effect on satisfaction.

**The Effect of Satisfaction on Repurchase Intention**

The satisfaction felt by consumers has an impact on their purchasing behavior, whereas repurchase intentions are produced by satisfied consumers. Research conducted by Konuk (2019) showed that satisfaction and repurchase intention had a significant and positive correlation. Other results also show that satisfaction on online shopping significantly impacts the repurchase intention of shoppers (Ali & Bhasin, 2019; S. C. Chen & Lin, 2019). Satisfaction relates to consumer expectations based on the accumulated experiences they feel. The more satisfied the consumer, the stronger the impulse will be to make a repurchase at the same store. Satisfaction becomes a powerful predictor of repurchase intentions and satisfaction can influence repurchase intentions directly and indirectly (Ashfaq et al., 2019).

The positive and direct correlation of consumer satisfaction on repurchase intention has been vastly examined by a prior studies on various product and service studies.
$H_5$: Satisfaction positively influences repurchase intention.

## METHODS

The study population is consumers located in the Jabodetabek region who shopped through the Sayurbox application on their mobile phones. Non-probability sampling technique was used with a number of panelists of as many as 180 people. The data collection method used is to distribute an electronic questionnaire using Google Forms and a Likert scale by Rensis as a measurement scale. The Likert scale is a five-point scale, ranging from "strongly agree" to "strongly disagree", in which respondents indicate their level of agreement or disagreement with each of series of statements about the subject of the stimulus being determined must be shown (Malhotra, 2009). The analysis method used is SEM using SMART PLS. In the use of SEM analysis in the SMART PLS application, two stages of testing or measuring the model are carried out, the outer model and the inner model.

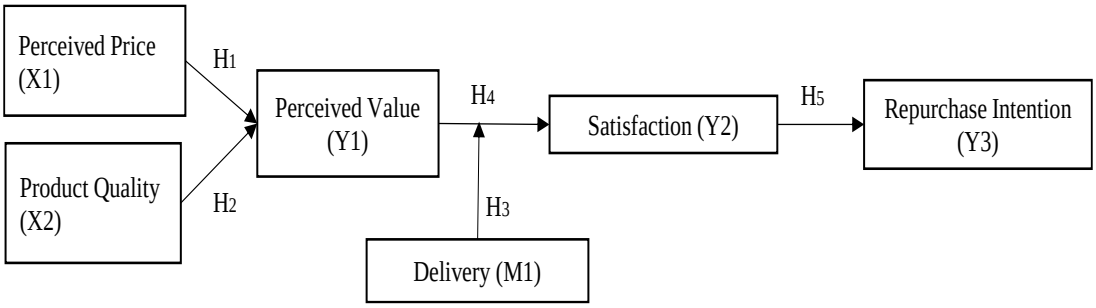


**Figure 1. Structural Relationship**

## FINDINGS AND DISCUSSION

Based on data from 180 respondents, it shows that the majority of Sayurbox customers 80% are women and as many as 77.8% are between 25-35 years old. The majority of respondents are domiciled in Jakarta 54.4%. The descriptive results show that majorly 66.1% of respondents have jobs as private employees and 11.7% are housewives. As many as 68.9% of the panel involved in the research earned more than five million rupiah. Furthermore, 44.4% of respondents have using Sayurbox for more than 12 months and followed by a 3-6 months period of 26.1%.

*Outer Model Test*

Outer model testing is carried out to see the relationship between latent variables and their indicators, where reliability and validity tests are carried out. Reliability testing was performed by calculating composite reliability (CR) also Cronbach alpha. Overall, the combined reliability and Cronbach alpha value in this study reached an acceptable values > 0.6. These results show that it means that the questionnaire or statement used in measuring the model is reliable.

**Table 1. Reliability Testing Results**

| Variable | Condition | *Cronbach Alpha* | *Composite Reliability* |
|---|---|---|---|
| Perceived Price | > 0.6 | 0.865 | 0.936 |
| Product Quality | > 0.6 | 0.676 | 0.859 |
| Delivery | > 0.6 | 0.774 | 0.869 |
| Perceived Value | > 0.6 | 0.762 | 0.893 |
| Satisfaction | > 0.6 | 0.844 | 0.906 |

| | | | |
|---|---|---|---|
| Repurchase Intention | > 0.6 | 0.796 | 0879 |

Source: Data of research (2021)

Furthermore, validity testing was carried out with AVE (Average Variance Extracted). The AVE results for all variables show values above 0.5 (threshold). This means that the construct or variable already explains 50% of the variance or more that make up the component.

**Table 2. Average Variance Extracted (AVE) Test Results**

| Variable | Condition | AVE |
|---|---|---|
| Perceived Price | > 0.5 | 0.880 |
| Product Quality | > 0.5 | 0.754 |
| Delivery | > 0.5 | 0.690 |
| Perceived Value | > 0.5 | 0.807 |
| Satisfaction | > 0.5 | 0.762 |
| Repurchase Intention | > 0.5 | 0.710 |

Source: Picture of research (2021)

Furthermore, discriminant validity checking is performed with Fornell-Larcker Criterion test. Discriminant validity is good if the squared value of the AVE root for each structure has a correlation value that is greater than the correlation with other structures. The results show that the AVE root for each construct measured is greater than the correlation score between that construct and the other constructs in the model. Therefore, discriminant validity between constructs is achieved.

**Table 3. Fornel-Larcker Criterion Test Results**

| | M1 | Mod Eff 1 | X1 | X2 | Y1 | Y2 | Y3 |
|---|---|---|---|---|---|---|---|
| **M1** | **0.831** | | | | | | |
| **Mod Eff 1** | -0.003 | **0.836** | | | | | |
| **X1** | -0.113 | -0.124 | **0.938** | | | | |
| **X2** | 0.589 | 0.335 | -0.226 | **0.868** | | | |
| **Y1** | 0.366 | 0.490 | -0.502 | 0.583 | **0.898** | | |
| **Y2** | 0.439 | 0.459 | -0.398 | 0.568 | 0.820 | **0.873** | |
| **Y3** | 0.451 | 0.213 | -0.225 | 0.410 | 0.462 | 0.492 | **0.843** |

Source: Data of research (2021)

## Inner Model Tests

Inner model tests are performed to determine relationships between constructs. The first test, $R^2$, indicates how much of the variance of the dependent variable is explained by all independent variables. Whereas the of $R^2$ values ranges from 0 – 1. $R^2$ values 0.75, 0.5, and 0.25 classified as strong, medium, and weak models. Structural models show that models of perceived value can be called intermediate models. This is because it has a $R^2$ is greater than 0.25 and equal to 0.484, this means that 48.4% of the variance in the perceived value is explained by the perceived price and product quality variables. In the structural model, the R2 of the satisfaction variable is greater than 0.5 (0.715), then we can say that the satisfaction variable has strong model. This means that 71.5% of the variance of the satisfaction variable can be explained by the perceived value variable. Meanwhile, the repurchase intention variable has an R2 of 0.242, which less than 0.25, then the model is weak. This means that 24.2% of the variance in the repeat purchase intention variable can be explain by the satisfaction variable, while 75.8% can be influenced by the other variable.

**Table 4. Structural Model**

| Variable | $R^2$ | $Q^2$ | $f^2$ |
|---|---|---|---|
| Perceived Value (Y1) | 0.484 | 0.378 | |
| Satisfaction (Y2) | 0.695 | 0.552 | |
| Repurchase Intention | 0.241 | 0.167 | |
| Perceived price > Perceived value | | | 0.280 |
| Product quality > Perceived value | | | 0.450 |
| Perceived value > Satisfaction | | | 0.725 |
| Satisfaction > Repurchase intention | | | 0.320 |

Source: Data of research (2021)

The $f^2$ (effect size) test was conducted to assess how the removal of the selected exogenous construct affects the $R^2$ of the endogenous construct. The result of $f^2$ test show the impact of perceived price on perceived value with moderate impact. The moderate impact also on satisfaction with repurchase intention. Testing $f^2$ for the effect of product quality on perceived value also the influence of perceived value on satisfaction has a strong degree of influence. Therefoe, this research model is already good to have a medium to strong size effect.

The construct cross-validation redundancy test result shows the test result of the value of $Q^2$ = 0.378 on the perceived value variable. The $Q^2$ value of the satisfaction variable is 0.552, and the $Q^2$ value of repurchase intetion is 0.167. The computed results show predictions with associated values > 0, so the model is viable and has associated predictors.

*Hypothesis Testing*

Hypothesis test result showed that the most of hypothesis has a significant influence except for H3. Hypothesis testing is carried out by adding a moderation effect to the model. Testing the effect of moderation is intended to determine the effect on satisfaction resulting from the interaction of the moderation variable delivery with perceived value.

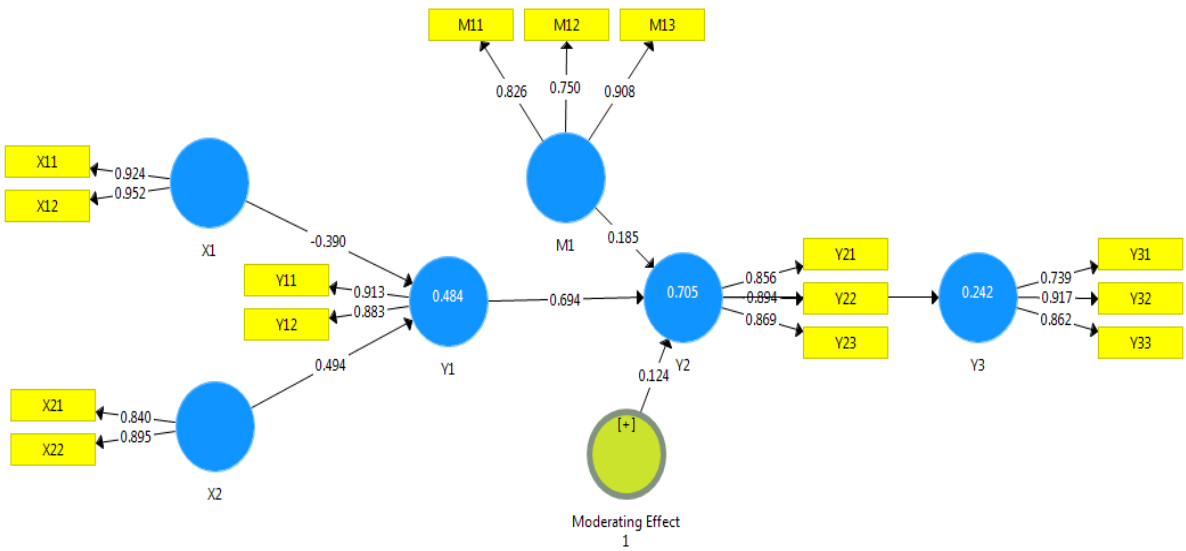


**Figure 2. Hypothesis Testing Results and Moderation Effects**
Source: Picture of research (2021)

Based on the test results, the perceived price hypothesis has a negative and significant impact on the perceived value (ß= -0.390; t-value=6.830; p<0.05), quality of products has a positive and significant influence on the perceived value (ß= 0.494; t-value= 10.310; p<0.05), these results confirm H1 and H2. Perceived value has a positive and significant influence on satisfaction (ß= 0.694; t-value= 12.656; p<0.05), satisfaction has a positive and significant influence on repurchase intention (ß= 0.492; t-value= 7.158; p<0.05), both results confirm H4

and H5. The moderation results showed that delivery moderation had no significant effect on the positive correlation between perceived value and satisfaction H3 (ß= 0.124; t-value= 1.844; p>0.05).

**Discussion**

The outcome of this study shows that perceived prices affect consumer repurchase intentions toward fresh food products. Perceived prices received by consumers are processed negatively and will affect the perceived value. Based on consumer behavior theory and price strategy, perceived price is the part of consumer image relates to consumer perceptions of products, services, and all components of a brands (Schiffman & Wisenblit, 2015). Perceived price could be interpreted as the consumer's point of view of the value they receive from a purchase. The finding of this study are consistent with the findings of Ali & Bhasin's (2019) research who shows that the price paid is considered a sacrifice, so any price increase makes customers feel that they have sacrificed more and reduced utility and thus will reduce value. The perceived value received by the consumer is influenced by their perceived price, therefore it is important to handle the perception of consumer prices by giving a reasonable price (Zietsman et al., 2019). This is because the price is considered a monetary sacrifice to get the product. An increase in the price of one vendor compared to the price of another vendor will be considered to reduce the transaction utility by consumers.

The second factor that affects consumer's repurchase intention is product quality. Related to product quality, the result of this research is in line with Konuk (2018); Sullivan & Kim (2018); Suttikun & Meeprom (2021), where the empirical data collected shows that product quality on perceived value affects in positive and significant way. This is because the perceived value is considered as an exchange between the quality of the product they receive and the sacrifice they make thereby the quality of the product will affect the perceived value received by consumers (Konuk, 2018). Consumers who already have experience making purchases in a place no longer make price a measure of product quality. Product quality serves as a value signal for consumer, and high product quality increases the value received. When it comes to perishables, product quality is an important factor that consumers value, as it very vulnerable to damage if not handled properly. Product quality can be seen through intrinsic cues for consumers, where these cues are the physical characteristics of the product itself such as size, color, taste, and aroma. Based on this, it can be told the products offered by Sayurbox have good quality and a wide variety of products so that consumers feel that they get high value from it.

In the medium of electronic commerce, the fulfillment of an order is considered the determining factor for its success. Consumers often feel dissatisfied with the fulfillment process due to several factors including 1) inappropriate orders 2) the length of time for the order process 3) late delivery schedules 4) being unable to see the movement of orders (Turban, Whiteside, King, & Outland, 2017). Consumers feel entitled to receive the package at the specified time by following the promised conditions, this indicates that delivery is an important factor in meeting expectations and satisfaction (Vasic et al., 2019). The study found that delivery, an external factor controlled by sellers as a moderator, did not significantly affect the relationship between perceived value and satisfaction. Although the result differs from those of Tandon et al., (2020) research shows that the moderation effect generated by delivery is positive and significant to customer satisfaction, good delivery still affects customer value and satisfaction. Shipping is one of the important factors in shopping online, due to many risks or uncertainties that may occur during delivery such as waiting times and costs incurred, which will affect the value received by consumers.

Unlike shopping for fresh products directly where consumers are responsible for the quality of the product after purchase, in purchasing fresh products online, delivery is one of

the consumers' considerations, because this product is very vulnerable to damage. Accuracy, safety, and speed of delivery are the key factors for maintaining the quality and value of fresh products. These three factors influence the value consumers received during the transaction process, leading to consumer satisfaction. Delivery speed becomes a critical point when it involves a quickly perishable product (Turban, Whiteside, King, & Outland, 2017). Delivery is a predictive factor in consumers' assessment of quality, satisfaction, loyalty, and consumer attitudes toward an online shopping site. These results showed that the item of the accuracy of the products delivered, the delivery speed, and the product safety during shipping are the added values that Sayurbox presents and can be felt by consumers.

The results indicate that value plays an important role in encouraging consumer satisfaction. These results are consistent with the study by Samudro et al., (2020) showing that perceived value has a large positive impact on satisfaction. The same results are shown by Ali & Bhasin (2019); Hsin Chang & Wang (2011) as well as research by Suttikun & Meeprom (2021); Carlson et al., (2015). Based on the consumption process diagram, perceived value is the result of sales that will lead to the level of consumer satisfaction, in which two main processes are involved, namely the fulfillment of actual needs and the fulfillment of perceived needs (Hawkins & Mothersbaugh, 2010). Perceived value or customer value is a comparison between the benefits received (economics, functioning, and psychology) with something they use (money, effort, time, psychology) to obtain those benefits (Hawkins & Mothersbaugh, 2010). When consumers receive what they expect, consumers will feel the experience is worth the money or other resources spent. Therefore, it can be said that the value received by consumers is more related to the experience that consumers feel. The study revealed, the value felt by the customers when shopping for fresh products online at Sayurbox is an accumulation of the quality of the products received, the price they pay, and the delivery process, which forms a feeling of pleasure and satisfaction in themselves.

Consumers who feel satisfied with a product are often tempted to have a repurchase intention. The chances of repurchasing intention will increase along with the high satisfaction level received by customers. This study is consistent with previous work by Ali & Bhasin (2019); Konuk (2018), as well as the research, carried out by S. C. Chen & Lin, (2019). Based on the theory of consumer decision-making, satisfaction is part of the final result or output. Satisfaction refers to consumers' perceptions of product performance concerning their expectations. Consumers are satisfied when products performance exceeds expectation, and consumers are dissatisfied when product perform below expectations (Schiffman & Wisenblit, 2015). Related to the process of shopping for fresh products online, consumer satisfaction can be obtained from the shopping process (use of applications, product delivery), product quality, product prices, and so on. In this study, it was found that consumers were satisfied shopping at Sayurbox and had the intention of repurchasing at the place.

## CONCLUSION

In conclusion, this study is assessing several factors that influence consumers' repurchase intentions on fresh food products online. The results show that price, quality, value, and satisfaction positively influence the behavior of consumers' intention to repurchase fresh food at Sayurbox in the future. The delivery factor was also found to be a moderation factor in the study even though has no significant effect on them. Therefore, marketing practitioners should pay attention to the quality of the product, the price offered, as well as the delivery method in their marketing strategy.

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