

The Influence of Perceived Value and Repurchase Intention (Study of Generation Z GoSend Consumers in Malang)

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ABSTRACT

This study seeks to assess the impact of Perceived Value on the purchase intention of GoSend service users in Malang City. The research methodology employs a quantitative approach, focusing on a community of consumers using GoSend services. The research sample comprised 165 respondents chosen using the Malhotra formula via a nonprobability sampling strategy employing purposive sampling. Data were gathered using an online questionnaire, and the analysis was conducted using SmartPLS software to examine the relationships among variables.

The findings indicated that Perceived Value significantly influences Repurchase Intention. This research suggests that users' perceived value significantly influences their motivation to continue utilizing GoSend services. Moreover, elements that affect Perceived Value encompass Application Incentive, Perceived Ubiquity, and Visual Attractiveness. These three factors significantly influence consumer value perception.

Incentives like discounts and promotions substantially enhance perceived value, emphasizing consumers' need for appealing promotional techniques. Perceived Ubiquity, indicative of the accessibility of services at any time and location, significantly impacted Perceived Value, underscoring the relevance of service flexibility for consumers. Moreover, the application's visual appeal, including an aesthetically pleasing UI and intuitive navigation, emerged as a critical determinant in fostering a favorable opinion of service value.

This study offers strategic insights for GoSend to enhance client loyalty. Organizations can enhance Perceived Value by refining incentive programs, augmenting service flexibility, and guaranteeing an appealing, user-friendly application design. This study underscores the significance of cultivating and sustaining a favorable perception of value to promote repurchase intentions among delivery service consumers, particularly within the Generation Z demographic.

Keywords: *Perceived Value, Repurchase Intention.*

INTRODUCTION

Rapid technological breakthroughs necessitate rapid adaption from society. This condition is evident in economic activity, exemplified by the transition from direct delivery methods to online alternatives, eliminating the necessity for physical presence at delivery sites. This condition is corroborated by Populix statistics, which show that as many Indonesians opt to shop on e-commerce, the most are Generation Z. The prevalence of online apps is rising with the digitalization era, necessitating specific individuals to utilize internet-based delivery services. The perceived value significantly impacts consumer loyalty. The value derived consists of two components: the advantages gained (contextual offers and implementation incentives) and the sacrifices incurred by customers (perceived presence and visual attractiveness). (Ellitan, Lim & Kristanti, 2023; Xu, Wei, Zheng, Sun & Tang, 2022) The perceived value influences experiential marketing and subsequent purchases. This condition influences the convenience of online purchasing applications and may result in recurrent purchases. Upon utilizing and deriving benefits, individuals perceive that convenience is ubiquitous. This condition is mirrored in the use of online delivery services, as seen in Figure 1, which reveals that Indonesia employs delivery services that are rated 10th in the globe.

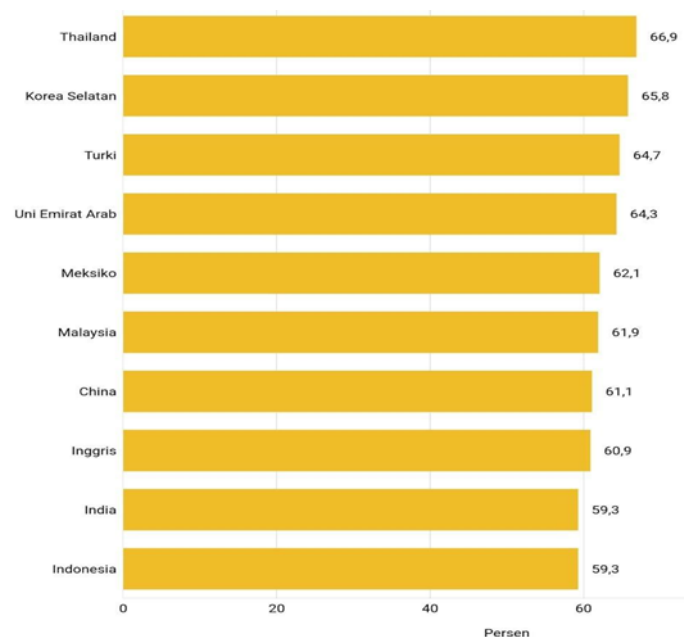


Figure 1. Frequency of Online Delivery Usage Data

In DataBooks, Indonesia is ranked 10th, with the proportion of internet users utilizing online delivery services. According to a poll, Indonesia achieves a weekly ranking of 59.3%, which is comparable to India's. Globally, women shop online more often than men. The increasing utilization of Internet delivery services is intensifying competition within the sector. According to Populix, 54% of Indonesians prefer e-commerce shopping, predominantly among Generation Z, while 42% continue to purchase offline, with the remainder engaging in social commerce. The more straightforward the transaction process

for individuals, the greater the diversity of their wants. (Rasoolimanesh, Iranmanesh, Seyfi, Ari Ragavan & Jaafar, 2023; Singh & Alok, 2022)

Along with the increasingly diverse needs of society, various innovations can help individuals meet these needs, one of which is innovation in commercial transactions via the internet and online, frequently referred to as e-commerce. Contemporary society emphasizes value, aesthetic appeal, and contextual services from applications, enabling businesses to deliver optimal service to the community as consumers and users of contextual offerings in creating user-friendly applications, as it facilitates behavior aligned with the user's environment. The application incentives indicate that perceived value, electronic lifestyle, and online promotions influence repurchase intention. The utilization of services and perceived quality can influence value once it has undergone the usage phase, allowing consumers to experience the value. Experiential marketing, incorporating visual components, can influence perceived value and behavioral intentions within the service industry. This study evaluates and analyzes the influence of perceived value and repurchase intention on GoSend in Malang City. This study would provide significant insights to maintain favorable revenue and enhance offline retail sales. (Miao, Jalees, Zaman, Khan, Hanif & Javed, 2022; Zang, Qian & Song, 2022)

The SOR (Stimulus-Organism-Response) theory examines impulsive buying as a process initiated by a specific stimulus that elicits a response from an individual influenced by either internal or external circumstances. The S-O-R hypothesis is frequently utilized to elucidate the impact of the environment on consumer emotions and behavior. Contextual offerings represent a company's tailored response to specific consumer needs, achieved by a comprehensive understanding of their preferences, behaviors, and circumstances, enabling the presentation of contextually relevant offers. Contextual information can be a promotional instrument affecting consumer engagement with e-commerce services. Messages conveyed within a particular environment also stimulate repeat purchases on mobile platforms. Contextual information can have unforeseen beneficial outcomes, facilitating a rise in recurrent purchases on online purchasing platforms. (Rizzon, De Toni, Graciola & Milan, 2023)

An *incentive* is a prize, acknowledgment, or substitute provided for specific accomplishments, endeavors, or actions. Incentives are a relationship of gratitude that delivers rewards, not based on the amount of sales. Incentives are frequently employed as a marketing tactic; in Islam, the legality of utilizing incentives in transactions is permissible, provided that these incentives do not encompass prohibited elements such as inflicting harm on others, deceit, and similar practices.

Perceived ubiquity is a concept in technology and user experience that denotes the belief that a product or technology is extensively prevalent in society or daily life. Ubiquity encompasses the flexibility of time and space and perceptions within and beyond an individual's sensory system. Perceived ubiquity denotes an individual's awareness of constant and personal connectedness and communication via mobile technology. It also encompasses the aspects of temporal efficiency and related spatial adaptability. (Lin, Yeh & Hsu, 2022; Wang & Chiu, 2023)

Visual appeal is a famous sales promotion method marketers use to enhance transaction volume. A website's aesthetic allure markedly enhances impulsive behavior in online shoppers, encouraging clients to make impulsive purchases on e-commerce platforms. (Elizabeth, Utomo, Durya, Jodi & Wiryawan, 2023; Lu, Yan & Chen, 2022)

Customer purchase and consumption are tied to the actual goods and their worth. Organizations must regard customer-perceived value as a fundamental element in creating, creating, and delivering value to consumers. *Customer perceived value* is the disparity between the consumer's utility derived from acquiring a particular product or service and the associated costs of use and exchange. Customer perceived value is the subjective assessment of the utility offered by the market in a specific context, as determined by the customer's expenditure. Repurchase is a consumer's decision to repurchase a previously purchased product or service, evaluating the current and future scenarios. Repurchase occurs when a consumer reacquires a specific brand, product, or service. Customer perceived value is the subjective assessment of the utility offered by the market in a specific context, as perceived by the customer. Repeat purchases arise from motivation and habit, fostering loyalty to items based on individual customer preferences.

METHOD

This study employs a quantitative methodology to investigate the correlation between perceived value and repurchase intention among Generation Z consumers of GoSend services in Malang City. The quantitative technique was selected for its capacity to deliver an objective representation by quantifying research variables using a questionnaire as a measurement tool. The primary data for this study were obtained by administering surveys directly to GoSend consumers at designated sites. To streamline the completion of the questionnaire, participants were provided internet access by a link or scanning a QR code that brought them to the survey platform.

The population in this study was Generation Z GoSend consumers in Malang City. The sampling technique used was non-probability sampling, which allows researchers to select respondents based on specific criteria. In the context of this study, these criteria include a minimum age of 16 years and experience using GoSend services more than once. The choice of Generation Z as the focus of the study was predicated on the attributes of this generation, which is very adept in digital technology and application-based services.

The research instrument in the form of a questionnaire includes 33 indicators developed based on previous theories and research. These metrics are intended to assess the determinants of perceived value and repurchase intention entirely. The requisite minimum sample size is 165 respondents. The sample size is established based on the necessity for analysis utilizing the Structural Equation Modeling (SEM) approach, which mandates a sufficient sample size for precise and dependable analytical outcomes.

The SEM technique was employed to examine the gathered data. SEM was selected due to its capacity to concurrently analyze the structural relationships among variables and assess the validity and reliability of the research model. This study is conducted in several stages, beginning with evaluating the measurement model to confirm that the research

indicators accurately assess the intended construct, followed by examining the structural model to verify the hypothesis on the relationship between variables. This method enables researchers to assess the perceived value's impact on repurchase intention thoroughly.

Overall, this research approach is designed to provide relevant and reliable findings about the factors that influence Generation Z consumers' decisions to use GoSend services in Malang City.

RESULTS AND DISCUSSION

This discussion examines the data in Table 1 concerning the impact of perceived value and repurchase intention on Generation Z consumers of GoSend services in Malang:

Table 1. Results of Calculations for Path Coefficients, R-Squared, and Hypotheses

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Application Incentive -> Perceived Value	0.369	0.371	0.053	6.987	0.000
Contextual Offering -> Perceived Value	-0.037	-0.038	0.062	0.594	0.552
Perceived Ubiquity -> Perceived Value	0.417	0.419	0.084	4.942	0.000
Perceived Value -> Repurchase Intention	0.747	0.752	0.038	19.871	0.000
Visual Atractiveness -> Perceived Value	0.260	0.259	0.085	3.047	0.002

The analysis results in the table above reveal numerous noteworthy findings about the impact of perceived value and repurchase intention on Generation Z consumers of GoSend services in Malang. This study demonstrates the impact of numerous elements on consumer perceptions of value and how these views affect their decisions to reuse the service.

A substantial correlation exists between application incentive and perceived value, evidenced by an original sample value of 0.369, t-statistics of 6.987, and a p-value of 0.000. The results demonstrate that incentives, including discounts, promotions, or vouchers offered by the GoSend application, substantially enhance the value perceived by consumers. Generation Z, recognized as a discerning consumer demographic attuned to lucrative propositions, perceives this inducement as an enhancement of value. Consequently, incentive methods may be a primary focus for enhancing client happiness and loyalty.

Unlike application incentive, the correlation between contextual offering and perceived value yields negligible findings. The negative original sample value (-0.037), t-statistic of 0.594, and p-value of 0.552 suggest that contextual offers exert no significant influence on perceived value. This result may result from the offer's irrelevance to users' demands. For GoSend, these results indicate the necessity to customize the offerings to meet customers' specific demands, enhancing perceived value.

The correlation between perceived ubiquity and perceived value demonstrates a substantial effect, evidenced by an original sample value of 0.417, t-statistics of 4.942, and a p-value of 0.000. The perception of readily available and easily accessible services at all times is a significant component that enhances the value perceived by consumers. Generation Z, familiar with rapid and efficient services, values this accessibility. Consequently, guaranteeing the consistent availability and reliability of services is a strategic measure to sustain and enhance perceived value.

The correlation between perceived value and repurchase intention demonstrates a substantial impact, evidenced by an original sample value of 0.747, t-statistics of 19.871, and a p-value of 0.000. This result indicates that an increased value felt by consumers correlates with a higher likelihood of repeated use of GoSend services. This discovery validates the significance of perceived value as a critical element in fostering consumer loyalty.

Another significant impact is visual appeal on perceived value. The original sample value is 0.260, with t-statistics of 3.047 and a p-value of 0.002, demonstrating that the program's visual attractiveness significantly influences perceived value. Generation Z, possessing elevated expectations for contemporary and intuitive designs, greatly values aesthetically pleasing applications. Consequently, a user-centric, visually appealing, and unique application design can enhance the user experience.

This study underscores the significance of managing perceived value to enhance consumer repurchase intention. Organizations must prioritize incentive tactics, guarantee service availability, and enhance the application's aesthetic attractiveness. Conversely, contextual offers require evaluation to enhance their relevance to client demands. By implementing these measures, GoSend can sustain Generation Z loyalty and enhance its standing in the digital service sector.

This talk analyzes the visual data shown in Figure 2 concerning the impact of perceived value and repurchase intention on Generation Z consumers of GoSend services in Malang:

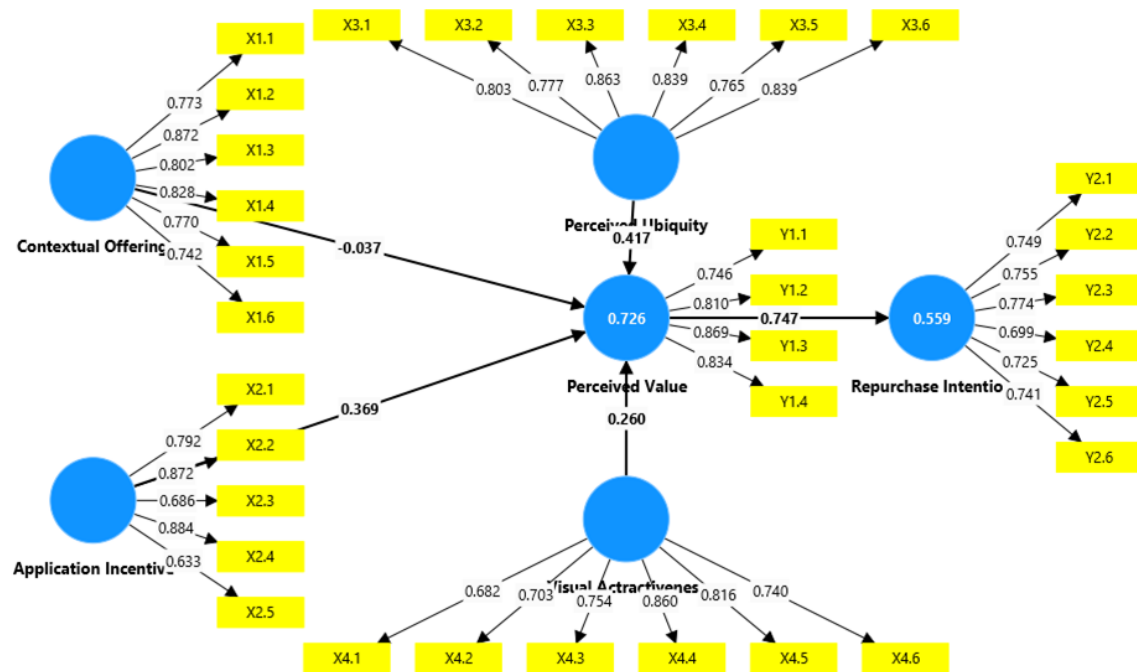


Figure 2. Outer Model Test

This study examines the influence of perceived value on repurchase intention among Generation Z consumers of GoSend services in Malang. The research model comprises four independent variables: contextual offering, application incentive, visual attractiveness, and perceived ubiquity, posited to affect the mediating variable, perceived value. Additionally, perceived value is examined for its impact on repurchase intention. The data in the figure indicates that each variable has a varied association in terms of both strength and relevance.

The link between contextual offering and perceived value revealed a path coefficient -0.037, indicating an insignificant influence. This result suggests that context-based offerings, while potentially significant, have not substantially influenced value views among Generation Z users. Indicators of contextual offerings encompass the pertinence of the offering to user requirements (X1.1 to X1.6). This unfavorable outcome suggests possible issues in executing services that do not align closely with consumer needs. Generation Z, characterized by a strong inclination towards personalized services, may perceive the available offers as insufficiently specific or relevant. Consequently, GoSend must enhance this strategy by investigating consumer requirements to deliver a more tailored and pertinent experience.

Conversely, application incentives exhibit a notable positive impact on perceived value, evidenced by a path coefficient of 0.369. Incentives for applications, including discounts, vouchers, and promotional programs, have demonstrated significant efficacy in enhancing perceived value among users. Generation Z places significant importance on indicators such as special discounts (X2.1 to X2.5), demonstrating a pronounced sensitivity to economic advantages. Consequently, establishing an appealing promotional plan, such as

a loyalty program or exclusive rewards for devoted clients, may enhance user happiness and foster long-term loyalty.

The influence of perceived ubiquity on perceived worth is substantial, evidenced by a path coefficient of 0.417. Ubiquity indicators (X3.1 to X3.6), including the convenience of accessing services at any time and location, significantly influence perceived value. In delivery services like GoSend, consumers greatly value accessibility across diverse areas and flexible timing. Generation Z, familiar with immediate and on-demand services, perceives ubiquity as a crucial factor that enhances brand confidence. Consequently, GoSend must provide broader service accessibility, particularly in regions with significant market potential, to fulfill client expectations.

Visual appeal significantly enhances perceived value, evidenced by a path coefficient 0.260. Factors such as an appealing user interface, intuitive application design, and seamless navigation (X4.1 to X4.6) suggest that visual experience significantly impacts perceived value. Being technologically adept, Generation Z exhibits a heightened focus on contemporary and functional application designs. Consequently, investing in creating a responsive and visually appealing application interface can be a crucial tactic to enhance user experience and bolster client loyalty.

Perceived value emerged as the most significant mediating variable, with a path coefficient of 0.747 for repurchase intention. Metrics related to the repurchase intention variable (Y1.1 to Y1.6), including the desire to reuse the service and promote it to others, indicate that a high perceived value significantly impacts repurchase intention. Consumers who perceive that GoSend services deliver value commensurate with or surpassing their expectations will likely persist in utilizing the service and endorsing it to others. This research underscores the need to cultivate a robust perception of value to sustain and enhance customer loyalty, particularly within the Generation Z demographic, which has elevated expectations for customer experience.

The results indicate numerous significant strategic implications that GoSend can execute. GoSend must enhance the efficacy of contextual services by adopting a more personalized and pertinent strategy, including utilizing client data to formulate offers tailored to their distinct requirements. Secondly, application incentives, such as discounts and loyalty programs, must be continually adjusted since they have effectively recruited and maintained customers. Third, the aesthetic quality of the application should be prioritized in technological development, emphasizing an intuitive and visually appealing interface to ensure a favorable user experience. Fourth, comprehensive and adaptable services must be sustained to guarantee that clients derive optimal advantages from GoSend services.

This study demonstrates that perceived value significantly influences consumer loyalty, affecting repurchase intentions. For GoSend, sustaining and enhancing the perceived value among Generation Z is a strategic need to prevail in the intensifying competition within the delivery service sector.

The Contextual Offering bootstrapping test findings for Perceived Value yielded a path coefficient of -0.037, a T-statistic of 0.594, less than the T-table value of 1.96, and a P-value of 0.007, below 0.05. The minimal results suggest that Contextual Offering exerts a negative and significant influence on Perceived Value. Gojek employs a contextual offering strategy to promote the Gosend function by delivering comprehensive information regarding the service, encompassing feature descriptions, pricing, and constraints. Research indicates no contextual offerings impact contextual value for Gosend users in Malang City. This result may result from the extent of user awareness of Gosend services, which renders supplementary material from Gojek unnecessary. This finding contrasts with prior studies that assert contextual offerings positively and significantly influence perceived value. This result also opposes the notion provided by Kotler and Keller, which asserts that contextual offerings can enhance perceived value by delivering propositions pertinent to consumer requirements. The direct bootstrapping test findings between Application Incentive and Perceived Value yielded a path coefficient of 0.369, a T-statistic of 6.987, exceeding the T-table value of 1.96, and a P-value of 0.000 below 0.05. The results demonstrate that Application Incentive exerts a favorable and significant influence on Perceived Value. Incentives represent a method of recognition or other advantages provided by the corporation to consumers to foster motivation, enhance loyalty, and promote profitable conduct. Research indicates that application incentives substantially influence perceived value, with offerings like discounts and rewards from Gojek delivering positive supplementary value to customers. This finding, however, contradicts prior research indicating that application incentives do not influence perceived value despite being endorsed by guidelines aimed at enhancing customer purchase confidence.

The Perceived Ubiquity bootstrapping test on Perceived Value yielded a path coefficient of 0.417 and a T-statistic of 4.942, exceeding the T-table value of 1.96, with a P-value of 0.000 below 0.05. The results demonstrate that Perceived Ubiquity exerts a negative and significant influence on Perceived Value. Perceived ubiquity, which refers to technology's capacity to deliver services that align with user requirements, is crucial in shaping consumer value perception. Within the framework of GoSend, this function enables users to dispatch items instantaneously via the application, eliminating the need to physically visit the shipping service provider while safeguarding both the items and user privacy data. The study's findings indicate that perceived ubiquity in GoSend significantly influences perceived value, as customers regard this service as offering simplicity, efficiency, pricing transparency, and security in shipping. The bootstrapping test results between Visual Attractiveness and Perceived Value yielded a path coefficient of 0.260 and a T-statistic of 3.047, beyond the T-table threshold of 1.96, with a P-value of 0.002, less than 0.05. The results demonstrate that Visual Attractiveness exerts a favorable and significant influence on Perceived Value. The visual attractiveness in corporate communication with consumers significantly influences emotional triggers that impact perceived value. This study revealed that visual appeal significantly influences the perceived value of GoSend users in Malang City, with the application of straightforward language, inventive phrasing, pertinent marketing, and the employment of brand ambassadors enhancing the user experience. This

finding aligns with prior studies indicating that visual attractiveness can markedly enhance the impulsive behavior of online consumers and stimulate impulsive purchases on e-commerce platforms. The bootstrapping test results between Perceived Value and Repurchase Intention yielded a path coefficient of 0.747, a T-statistic of 19.871, exceeding the T-table value of 1.96, and a P-value of 0.000, less than 0.05. The results demonstrate that Perceived Value has a favorable and significant correlation with career advancement. The GoSend customer value concept, encompassing application incentives, perceived ubiquity, and visual appeal, significantly impacts users' perceived value, as evidenced by their contentment with the service. The findings indicate that the value perceived by users substantially influences their desire to repurchase.

CONCLUSION

From the presented hypothesis and subsequent data analysis and discussion, it can be inferred that consumers derive perceived value from contextual offerings, application incentives, perceived ubiquity, and visual beauty. The perceived value for GoSend customers in Malang City, including incentives from Gojek, promotional content, and the ability to access delivery services anytime, has not effectively enhanced consumer repurchase interest and has resulted in diminished perceived value.

Application incentives, perceived ubiquity, and visual appeal significantly influence perceived value. Consumers indicated that incentives, content, and ease of access in GoSend can elicit positive experiences, comfort, and interest in services, which, through perceived value, can motivate consumers to make repeat purchases, thereby enhancing repurchase intention. Consumers' inclination to repurchase is heightened when they see value.

Perceived value significantly impacts repurchase intention, influencing recurrent purchases and delivering tangible benefits to consumers. This enables clients to select shipping options via GoSend. Consequently, repurchase intention is influenced by various aspects that have been elucidated. The perceived value that captures consumer attention might enhance the likelihood of repeat purchases.

The author acknowledges that this work still needs to be flawless and proposes several recommendations for future investigation. It is essential to reassess the relationship between variables that exhibit no effect, such as the association between contextual offering and perceived value. Furthermore, it is essential to broaden the study's scope by incorporating a wider array of objects and persons and integrating pertinent characteristics associated with future delivery services. Alternative methodologies, models, or analytical tools are also proposed.

A re-evaluation of the contextual offering strategy is necessary for Gojek Malang City to enhance consumer convenience and positive perceptions, encouraging more value and repeat purchases. The data from this study can be utilized to formulate more successful

marketing tactics, mainly to engage the majority of Generation Z, thus enhancing the appeal of contextual products and encouraging repeat purchases among consumers.

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