

The Influence of Customer-Based Brand Equity and Perceived Quality on Customer Perceived Value and Its Impact on Repurchase Intention Fore Coffee Customers in 2025

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ABSTRACT

The growth of the flagship coffee industry in Indonesia has led to intense competition among brands, emphasizing the need for consumer perception-based marketing strategies to increase customer loyalty. Fore Coffee, as one of the leading local coffee brands, faces challenges in maintaining consumer repurchase intentions in a competitive market. The research here is to verify or observe the impact of Customer-Based Brand Equity and Perceived Quality on CPV and its impact on Customer Repurchase Intention. Using a quantitative approach, data was obtained from 412 Fore Coffee customer respondents in Bandung by distributing online questionnaires. The data is implemented by the PLS SEM method with the SmartPLS implementation. Result proved that Customer-Based Brand Equity and Perceived Quality have a significant effect on Customer Perceived Value, which has a positive impact on Customer Repurchase Intention. The structural model explains 59.1% of the variance in repurchase intention ($R^2 = 0.591$). The confirmation result shows the impact of strengthening brand image and perceived quality in building customer value, which ultimately encourages repeat purchases. This study provides practical contributions for Fore Coffee and similar industry players in developing marketing strategies that focus on customer loyalty.

Keywords: *Customer-Based Brand Equity, Customer Perceived Value, Customer Repurchase Intention, Perceived Quality.*

1. INTRODUCTION

The coffee industry in Indonesia is experiencing rapid growth, driven by lifestyle changes in society, especially among the younger generations who now perceive coffee not merely as a beverage, but as an integral part of social life and urban culture (*Fore Coffee: Reshaping Indonesia's New Coffee Culture*, 2025). The consumption of domestic coffee calculated to reach 4.8 million bags in the 2024/2025 period, increasing from 4.45 million in 2020/2021 (Rafsanjani & Monica, 2024). This surge signals a promising opportunity for both local and global coffee brands to capture an expanding market.

Amid this development, Fore Coffee has emerged as one of the pioneers of specialty coffee in Indonesia, emphasizing a digital-forward strategy. Founded on August 8, 2018, Fore Coffee has rapidly scaled its operations into an affordable premium coffee chain, utilizing an online-to-offline business model. As of 2025, the brand has expanded to over 200 outlets across 43 cities, including international expansion to Singapore (*[Press Release] Fore Coffee Revolutionizes the Market with Premium Affordable Coffee Innovations*, 2025).

In this increasingly competitive landscape, customer retention and loyalty have become critical. Two constructs that are widely recognized as key drivers of customer loyalty are Customer-Based Brand Equity (CBBE) and Perceived Quality. According to Zhang et al. (2021), as cited in (Bakhshizadeh & Aliasghari, 2023) Customer-Based Brand Equity refers to the consumer's mental associations with a brand, reflecting their attitudes, beliefs, and loyalty toward the brand. Similarly, Tran, Mai, and Taylor (2021), also cited in (Bakhshizadeh & Aliasghari, 2023), define Perceived Quality as the customer's holistic evaluation of a product's excellence, encompassing functionality, durability, and consistency.

While these variables have been extensively studied, prior research often examines CBBE and Perceived Quality in isolation, or focuses primarily on luxury or global brands, with less attention to digitally native, affordable-premium brands in emerging markets such as Indonesia. Additionally, the mechanism through which these variables affect customer behavior, particularly through Customer Perceived Value (CPV), remains underexplored in the context of fast-growing coffee chains.

Sarker, Mohd-Any, and Kamarulzaman (2021), as cited in (Bakhshizadeh & Aliasghari, 2023), conceptualize CPV as the customer's emotional and cognitive evaluation of benefits received versus sacrifices made, including both monetary and non-monetary costs. CPV acts as a key mediator linking brand equity and perceived quality with behavioral outcomes. However, previous studies offer limited insight into how CPV operates in tech-enabled food and beverage services, especially in Southeast Asia.

Furthermore, Schoefer and Diamantopoulos (2008), also cited in (Bakhshizadeh & Aliasghari, 2023) Customer Repurchase Intention as the customer's intention to start again paying from a brand, shaped by emotional satisfaction, brand attachment, and perceived value. While this concept has been studied in retail and e-commerce contexts, its application in digitally integrated coffee shop models, where customer experience is both physical and digital, requires deeper empirical investigation.

Given these gaps, this study aims to observe the impact of Customer-Based Brand Equity as the independent variable X_1 and Perceived Quality as the independent variable X_2 on Customer Repurchase Intention at Fore Coffee, which serves as the dependent variable Z , with CPV as the mediating variable Y . The findings are expected to provide theoretical contributions to the understanding of brand-consumer relationships in digital service environments and offer practical implications for Fore Coffee and similar businesses seeking to strengthen customer loyalty in a rapidly evolving market. The hypotheses are:

H₁: Customer-Based Brand Equity has a significant effect on Customer Perceived Value.

H₂: Perceived Quality has a significant effect on Customer Perceived Value.

H₃: Customer Perceived Value has a significant effect on Customer Repurchase Intention.

H₄: Customer-Based Brand Equity has a significant effect on Customer Repurchase Intention through Customer Perceived Value.

H₅: Perceived Quality has a significant effect on Customer Repurchase Intention through Customer Perceived Value.

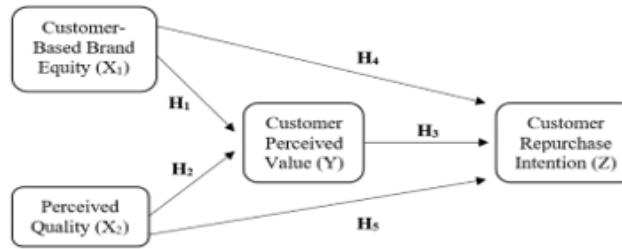


Figure 1. Research Model
Source: Author's creation/work

2. METHODS

The research try to analyze the relationship between predetermined variables. According to (Syahroni, 2022), quantitative research is a scientific method that utilizes numerical data, graphs, and tables, with statistical analysis conducted to test previously formulated hypotheses. This approach allows data to be processed objectively, resulting in more accurate and measurable findings.

This study investigates how *Customer-Based Brand Equity* and *Perceived Quality* affect CPV and, in turn, influence *Customer Repurchase Intention* at Fore Coffee, with CPV as a mediating variable. The data was collected by a survey using questionnaires and a Likert scale as the measurement instrument. The population here is all Fore Coffee consumers in the Bandung area.

The sample includes individuals who have previously purchased Fore Coffee products. The size of the sample is specified by implementing the Cochran formula, that extremely large and not clearly defined. This approach is consistent with the Cochran formula (Sugiyono, 2019) (A'yuni & Chusumastuti, 2021), which is stated as follows:

$$n = \frac{Z^2 pq}{e^2}$$

Where:

- n_0 = minimum required sample size
- Z = Z-score corresponding to the desired confidence level (e.g., 1.96 for 95%)
- p = estimated proportion of the population with a particular characteristic (commonly 0.5 if unknown)
- $q = 1 - p$
- e = margin of error (e.g., 0.05)

Moe: Margin of Error or maximum tolerable error rate. The confidence level used is 95% where the Z value is 1.96 and the maximum error rate is 10%. The sample size in this study is as follows:

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04 = 97 \text{ people}$$

Based on the calculation, the minimum sample size required for this study is 97 respondents.

This study employs a 4-point Likert scale to measure four main variables: Customer-Based Brand Equity and Perceived Quality as independent variables, Customer Perceived Value as the mediating variable, and Customer Repurchase Intention. The Customer-Based Brand Equity variable is measured using four dimensions proposed by

Keller (2020), as applied in the study by (Wang et al., 2022). The Perceived Quality variable consists of seven dimensions developed by Garvin (1987), implemented by (Pandiangan et al., 2021). The Customer Perceived Value variable is assessed through five dimensions based on the framework by Widjaja (2013), as referenced in (Surya et al., 2024) study. Meanwhile, the Customer Repurchase Intention variable includes seven dimensions referring to the concept by Kotler & Keller (2007), adopted from the study by (Sarapung & Ponirin, 2020). The detailed dimensions of each variable are presented in Table 1 below:

Table 1. The details of each variable

Variables	Dimensions	Symbol	Sources	Scale
Customer-Based Brand Equity (X ₁)	Brand Identity	CBBE1	Keller (2020) as cited in Wang et al, 2022	Likert
	Brand Meaning	CBBE2		
	Brand Responses	CBBE3		
	Brand Relationships	CBBE4		
Perceived Quality (X ₂)	Performance	PQ1	Garvin (1987) as cited in Pandiangan et al, 2021	Likert
	Features	PQ2		
	Reliability	PQ3		
	Conformance to Specifications	PQ4		
	Durability	PQ5		
	Serviceability	PQ6		
	Aesthetics	PQ7		
Customer Perceived Value (Y ₁)	Emotional Value	CPV1	Widjaja (2013) as cited in Surya et al, 2024	Likert
	Social Value	CPV2		
	Functional Value	CPV3		
	Epistemic Value	CPV4		
	Conditional Value	CPV5		
Customer Repurchase Intention (Z ₁)	Personal Factors	CRI1	Kotler & Keller (2007) as cited in Sarapung et al, 2020	Likert
	Psychological Factors	CRI2		
	Social Factors	CRI3		

Data analysis is conducted by implementing the PLS SEM technique, which enables the examination of both impact (indirect and direct) within the proposed mediation model. The purpose of this analysis is to assess how all variables contribute to *Customer Repurchase Intention* at Fore Coffee.

Specifically, the mediation analysis focuses on determining whether *Customer Perceived Value* serves as a mediator in the relationship between *Customer-Based Brand Equity* and *Perceived Quality* with *Customer Repurchase Intention*.

PLS was chosen because it is suitable for studies with small sample sizes and does not require the assumption of normal data distribution. Moreover, PLS is capable of accommodating by formative and reflective models (Hair et al., 2021).

3. RESULTS AND DISCUSSIONS

3.1 Respondent Summary

Table 2. Respondent Summary

Item	Characteristics	Frequency	%
Gender	Male	116	28,16%
	Female	296	71,84%
Age	< 18 years old	34	8,25%
	18 – 25 years old	71	17,23%
	26 – 35 years old	203	49,27%
	> 35 years old	104	25,24%
Duration	1 – 2 times a month	226	54,85%
	3 – 5 times a month	109	26,46%
	> 5 times a month	77	18,69%

Source: Author's own creation/work

Table 2 presents a summary of respondents categorized by gender, age, and frequency of Fore Coffee consumption. The analysis indicates that most respondents (49,27%) are aged 26 – 35 years, with women comprising the largest proportion (71,84%), and most respondents (54,85%) consume Fore Coffee one to two times per month.

3.2 Structural Model

Figure 2 illustrates the SEM PLS method, showing the connections among the variables.

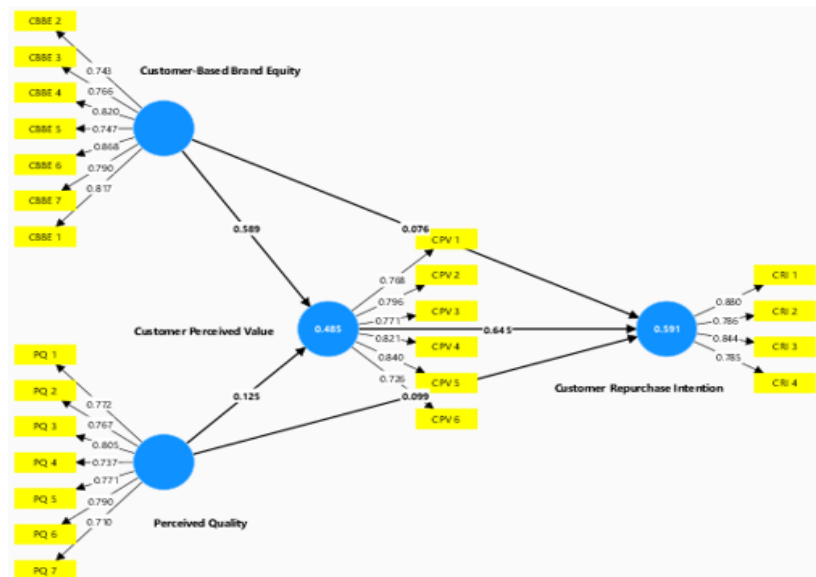


Figure 2. Outer Model Structural Equation Modeling

Source: Processed Data, 2025

The convergent validity test for the variables Customer-Based Brand Equity, Perceived Quality, Customer Perceived Value, and Customer Repurchase Intention in this study shows that all *loading factor* values in the *outer loadings* exceed 0.70, based on the analysis using SmartPLS software. This indicates that all indicators for each variable meet the validity criteria (Savitri et al., 2022) as presented in Figure 2.

Table 3. Result of Measurement Model Assessment (Reliability and validity)

Construct	Items	Loading	Cronbach's Alpha	CR	AVE
Customer-Based Brand Equity	CBBE1	0.817	0.903	0.923	0.631
	CBBE2	0.743			
	CBBE3	0.766			
	CBBE4	0.820			
	CBBE5	0.747			
	CBBE6	0.868			
	CBBE7	0.790			
Perceived Quality	PQ1	0.772	0.883	0.908	0.585
	PQ2	0.767			
	PQ3	0.805			
	PQ4	0.737			
	PQ5	0.771			
	PQ6	0.790			
	PQ7	0.710			
Customer Perceived Value	CPV1	0.768	0.877	0.907	0.621
	CPV2	0.796			
	CPV3	0.771			
	CPV4	0.821			
	CPV5	0.840			
	CPV6	0.726			
Customer Repurchase Intention	CRI1	0.880	0.843	0.895	0.680
	CRI2	0.786			
	CRI3	0.844			
	CRI4	0.785			

Source: Processed Data, 2025

Table 3 shows that the Customer-Based Brand Equity (CBBE) construct consists of seven indicators, Perceived Quality (PQ) consists of seven indicators, Customer Perceived Value (CPV) consists of six indicators, and Customer Repurchase Intention (CRI) consists of four indicators. All indicators across the four constructs have *loading factor* values above 0.70, indicating that each indicator strongly contributes to measuring its respective construct, as the values exceed the acceptable threshold of 0.70 (Savitri et al., 2022). This is further supported by the results of the *Composite Reliability* test, in which all constructs demonstrate values above 0.70, indicating high internal consistency and measurement stability. In addition, the *Cronbach's Alpha* values for each construct exceed 0.80, demonstrating a high level of internal reliability (Cohen et al., 2017). Therefore, the instrument used in this study is considered reliable for consistently measuring each variable. Moreover, the Average Variance Extracted (AVE) values for CBBE (0.631), PQ (0.585), CPV (0.621), and CRI (0.680) all exceed the minimum threshold of 0.50, indicating that each construct meets the criteria for convergent validity (Riyanto & Setyorini, 2024).

Overall, all constructs in the model demonstrate excellent measurement quality. This is evidenced by loading factor values above 0.7 for all indicators, confirming that each indicator is valid in measuring its respective construct. Furthermore, Cronbach's Alpha values exceeding 0.8 reflect a high level of reliability. CR is $> 0,7$ also AVE $> 0,5$ also confirm that every construct meet the criteria for strong internal consistency also validity.

Table 4. Discriminant Validity (HTMT Criterion)

	Customer Perceived Value	Customer Repurchase Intention	Customer-Based Brand Equity	Perceived Quality
Customer Perceived Value				
Customer Repurchase Intention	0.878			
Customer-Based Brand Equity	0.744	0.672		
Perceived Quality	0.681	0.624	0.819	

Source: Processed Data, 2025

Discriminant validity here implementing the HTMT (Heterotrait-Monotrait Ratio) approach, following the threshold suggested by (Henseler et al., 2015), which recommends that HTMT values < 0.90 . The analysis results indicate that all HTMT values between constructs fall below this threshold, with the highest value being 0.878 between *CPV* and *Customer Repurchase Intention*, and the lowest being 0.624 between *Customer Repurchase Intention* and *Perceived Quality*.

These findings suggest that each construct in the model, *Customer-Based Brand Equity*, *Perceived Quality*, *CPV*, and *CRI*, is empirically distinct from the others. So the conclusion is measurement model satisfies the criteria for discriminant validity, with each construct being conceptually unique and non-overlapping.

Table 5. R Square

	R-square	R-square adjusted
Customer Perceived Value	0.485	0.483
Customer Repurchase Intention	0.591	0.588

Source: Processed Data, 2025

The R^2 was used to evaluate the structural model in terms of its explanatory power. As shown in Table 5, the *Customer Perceived Value* construct obtained an R^2 value of 0.485, assuming 48.5% from the variability can elaborated from the predictor variables, namely *Customer-Based Brand Equity* and *Perceived Quality*. Meanwhile, the *Customer Repurchase Intention* construct showed an R^2 value of 0.591, suggesting that 59.1% of the variance in this variable is accounted for by *Customer-Based Brand Equity*, *Perceived Quality*, and *Customer Perceived Value*.

According to (Hair et al., 2017), R^2 values of around 0.50 or higher are considered moderate to substantial in the context of consumer behavior research. Thus, the results demonstrate that the model possesses an adequate level of explanatory power for both endogenous constructs.

3.2.1 Mediation Analysis

The mediation analysis here remains the procedure proposed by (Hair et al., 2022), aiming to determine the type of mediation that occurs between variables. Partial mediation is identified when the indirect path (CBBE $\rightarrow$ CPV $\rightarrow$ CRI) is significantly positive and the direct effect (CBBE $\rightarrow$ Customer Repurchase Intention) is also statistically significant. On the other hand, full mediation develops while the impact indirectly positive but not with the direct one. This principle also applies to the mediation relationships involving the other variables in the model.

Table 6. Hypothesis Testing

Direct Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Customer Perceived Value $\rightarrow$ Customer Repurchase Intention	0.645	0.648	0.039	16.381	0.000
Customer-Based Brand Equity $\rightarrow$ Customer Perceived Value	0.589	0.584	0.052	11.399	0.000
Customer-Based Brand Equity $\rightarrow$ Customer Repurchase Intention	0.076	0.077	0.052	1.458	0.145
Perceived Quality $\rightarrow$ Customer Perceived Value	0.125	0.132	0.055	2.254	0.024
Perceived Quality $\rightarrow$ Customer Repurchase Intention	0.099	0.094	0.050	1.955	0.051
Indirect Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Customer-Based Brand Equity $\rightarrow$ Customer Perceived Value $\rightarrow$ Customer Repurchase Intention	0.380	0.379	0.040	9.450	0.000
Perceived Quality $\rightarrow$ Customer Perceived Value $\rightarrow$ Customer Repurchase Intention	0.081	0.086	0.037	2.190	0.029

Source: Processed Data, 2025

Based on the data analysis conducted using SmartPLS, it was found that CPV giving positive & significant impact to the CRI. This finding is in line with (Zeithaml, 1988), who explains that perceived value is a key determinant of customer behavior, including purchase intentions. This implies that the higher the value perceived by customers toward Fore Coffee's products, the greater their likelihood of repurchasing. It highlights the crucial role of perceived value in shaping customer loyalty (Sweeney & Soutar, 2001).

Customer-Based Brand Equity (CBBE) was also giving impact on Customer Perceived Value significantly. This supports (Keller, 2001) theory, which states that strong brand equity enhances customers' perception of product value. However, the direct influence of CBBE on Customer Repurchase Intention was found to be statistically insignificant. This

suggests that although customers may hold a positive perception of the brand, it does not automatically lead to repeat purchases unless they also perceive high value from the product (Yoo et al., 2000).

Similarly, Perceived Quality showed a significant effect on Customer Perceived Value, confirming that good product quality contributes to increased perceived value (Parasuraman et al., 1988). However, the Perceived Quality's impact on repurchase intention was only indirect and approached the threshold of significance. This implies that perceived quality alone may not be sufficient to influence repurchase intention unless it translates into perceived value (Cronin et al., 2000).

Furthermore, the analysis of indirect effects proved that Customer Perceived Value substantially mediates the connection among CBBE and CRI. Since the direct effect of CBBE on CRI is insignificant while the indirect path through CPV is significant, this relationship is categorized as full mediation (Hair et al., 2022). A similar mediation pattern was observed between Perceived Quality and CRI, further reinforcing the mediating role of CPV.

In conclusion, these findings assumes of CPV is crucial in connecting brand equity and perceived quality with repurchase intentions. Therefore, for Fore Coffee, developing effective marketing strategies should involve not only strengthening the brand and improving product quality but also ensuring that these efforts are translated into customer-perceived value.

4. CONCLUSION

This study demonstrates that CBBI & PQ impacting significantly on Customer Perceived Value (CPV), yet do not impact CRI significantly. These findings indicate that CPV serves as an important mediating variable, bridging the effects of CBBE and PQ on repurchase intention.

The implications of these results highlight that strengthening brand equity and improving product quality alone are insufficient to drive customer loyalty unless they are accompanied by a high level of perceived value. Therefore, companies should develop customer-oriented marketing strategies that focus on delivering meaningful value, both emotionally and functionally.

However, this study is not without limitations. It employed a *non-probability sampling technique*, was limited geographically to the Bandung area, and involved a relatively small sample size. Withal, the cross-sectional method has a limited ability to capture the transformation of consumer and the use of self-reports that can introduces may introduce bias in the data.

Given these limitations, future research is encouraged to adopt *probability sampling methods*, involve broader and more diverse samples, and utilize a *longitudinal design*. Qualitative approaches may also be considered to gain deeper insights into the impacting indicators of perceived value and repurchase intention from a more comprehensive perspective.

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