

The Influence of Perceived Value and Customer Experience on Repurchase Intention Through Customer Trust as an Intervening Variable at PT. Golgon Medan

Victor¹, Denni², Silvia Sofyan³

^{1,2,3}Sekolah Tinggi Manajemen Bisnis Multi Sarana Manajemen Administrasi dan Rekayasa Teknologi, Medan, North Sumatra, Indonesia

Correspondent Authors: victorchai590@gmail.com

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ABSTRACT

This study aims to analyse the influence of perceived value and customer experience on repurchase intention through customer trust as an intervening variable at PT. Golgon Medan. This study uses a quantitative approach with an associative research design. The population in this study consisted of customers who had purchased or used products from PT. Golgon Medan. The sampling technique used was purposive sampling, and a total of 96 respondents were selected as research samples. Data were collected through questionnaires using a Likert scale and analysed using multiple linear regression and path analysis with the assistance of Statistical Package for Social Sciences (SPSS). The results showed that perceived value and customer experience have positive and significant effects on customer trust. Furthermore, perceived value, customer experience, and customer trust also have positive and significant effects on repurchase intention. Customer trust was found to be the most dominant variable influencing repurchase intention. The results of path analysis indicated that customer trust successfully acts as an intervening variable in the relationship between perceived value, customer experience, and repurchase intention. This study concludes that improving perceived value, customer experience, and customer trust simultaneously is important in strengthening customers' repurchase intention and maintaining long-term customer relationships at PT. Golgon Medan.

Keywords: *Perceived Value, Customer Experience, Customer Trust, Repurchase Intention*

INTRODUCTION

In today's highly competitive business environment, companies are required not only to provide quality products but also to create positive customer perceptions and experiences to maintain customer loyalty and business sustainability. Increasing competition in various industrial sectors has encouraged companies to focus on understanding customer behavior, especially the factors that influence repurchase intention. Repurchase intention is an important indicator because it reflects customers' willingness to continue purchasing products or services from the same company in the future. Customers with strong repurchase intentions tend to become loyal and contribute to long-term business growth.

In the manufacturing industry, particularly in companies engaged in industrial rope production, such as PT. Golgon Medan, customer trust and satisfaction are essential for maintaining market competitiveness. The company produces various types of ropes used in fisheries, agriculture, transportation, construction, and other industries. Therefore, customers generally expect products with consistent quality, competitive prices, durability, and reliability. In this context, perceived value and customer experience are important determinants of encouraging customers' repurchase intentions.

Perceived value refers to customers' evaluations of the benefits received compared to the sacrifices made to obtain products or services. Customers tend to repurchase products when they perceive that the value obtained is proportional to the price, quality, and benefits the company provides. Customer experience reflects customers' overall perceptions, emotions, and responses resulting from interactions with the company during the purchasing and product usage processes. Positive experiences may create emotional attachment, satisfaction, and trust toward the company, whereas negative experiences may lead customers to switch to competitors. Customer trust is also an important factor influencing repurchase intention because it emerges when customers believe that a company can fulfill promises, provide reliable products, and maintain service consistency.

A preliminary survey was conducted on 30 customers of PT. Golgon Medan identified several problems related to repurchase intention, perceived value, customer experience, and customer trust. A summary of the preliminary survey results is presented in Table 1.

Table 1. Summary of Preliminary Survey

Variable	Main Preliminary Survey Findings	Percentage of Negative Responses
Repurchase Intention	Customers showed low intention to repurchase and recommend PT. Golgon Medan products to others.	53%–63%
Perceived Value	Customers considered product quality, durability, packaging, and after-sales services still unsatisfactory.	53%–60%
Customer Experience	Customers felt that product specifications, complaint handling, and service transparency were not fully consistent.	50%–57%
Customer Trust	Customers doubted the company's consistency in fulfilling promises, product reliability, and transparency of information.	53%–67%

Based on the preliminary survey results, it can be seen that customers still have relatively low perceptions regarding product quality, service consistency, complaint handling, and transparency provided by PT. Golgon Medan. Several customers also expressed doubts regarding the company's ability to fulfil promises related to product specifications and delivery services. These conditions may potentially reduce customer trust and weaken their repurchase intentions toward PT. Golgon Medan products.

Previous studies have shown that perceived value and customer experience significantly influence repurchase intentions and customer loyalty. However, the role of customer trust as an intervening variable requires further investigation, particularly in the manufacturing industry. Therefore, this study aims to analyze the influence of perceived value and customer experience on repurchase intention through customer trust as an intervening variable at PT. Golgon Medan. The findings of this study are expected to provide both theoretical and practical contributions to the field of marketing management, particularly regarding strategies to improve customer trust and repurchase intentions in manufacturing businesses.

LITERATURE REVIEW

Perceived Value

Perceived value refers to customers' evaluations of the benefits received compared to the sacrifices made to obtain products or services. Customers generally assess product quality, price, durability, and overall benefits before deciding to purchase or repurchase. According to Wardhana (2024c), perceived value is a cognitive evaluation process in which customers compare the value received to the costs incurred to obtain products or services. A positive perceived value may increase customer satisfaction, trust, and repurchase intention because customers feel that the products purchased provide benefits proportional to the costs incurred.

Lie and Cokki (2023) explained that perceived value significantly influences customers' purchase intentions because customers tend to choose products that provide higher benefits and better value than competitors. Cahyaningtiyas and Ludiya (2024) also found that perceived value positively affects repurchase intention through customer trust as a mediating variable. Furthermore, Dhaniswari and Sukaatmadja (2021) stated that trust mediates the relationship between perceived value and repurchase intention because customers who perceive higher value tend to develop stronger trust in companies.

Research conducted by Reiwines and Hidayat (2022) also showed that product and service quality positively influence customer purchasing decisions. This indicates that customers who perceive higher value in products and services tend to show stronger intentions to continue purchasing products from the same company.

Customer Experience

Customer experience refers to customers' perceptions, emotions, and responses resulting from interactions with companies during the purchasing and product usage processes. Customer experience includes all interactions experienced by customers, such as product quality, communication, transaction convenience, complaint management, and service consistency. Keni and Sandra (2021) stated that positive customer experiences may create customer satisfaction and loyalty because customers tend to remember the experiences obtained during interactions with companies.

Customer experience has become an important factor influencing repurchase intention because customers who receive satisfying experiences are more likely to continue purchasing products from the same company. Fachrullah and Permana (2024) found that customer experience significantly influences repurchase intentions and trust. Makasutji et al. (2025) also explained that customer experience positively influences repurchase intention because positive experiences increase customers' emotional attachment to companies. In addition, Budzanowska-Drzewiecka and Lubowiecki-Vikuk (2025) explain that emotional experiences and customer interactions become important dimensions in forming long-term customer relationships.

Florencia and Hidayat (2023) stated that service behavior and interaction quality significantly influence customer satisfaction and experience because customers tend to evaluate services based on interactions received during purchasing activities. Syahyudi and Wasiman (2024) also found that shopping experience and customer service significantly influence customer satisfaction and encourage customers to continue purchasing products and services from the same business. Therefore, companies must ensure that customers have positive experiences throughout all stages of interaction.

Customer Trust

Customer trust is defined as customers' confidence in a company's ability to provide reliable products, fulfil promises, and maintain service consistency. Trust is considered an important element in establishing long-term relationships between customers and companies. According to Ratiwi et al. (2024), customer trust may strengthen customers' confidence in companies and reduce uncertainty in purchasing decisions. Customers who trust companies are generally more willing to repurchase and recommend products to others.

Anora et al. (2024) found that customer trust significantly influences purchase intentions because customers tend to continue purchasing products from companies they trust. Taufiki and Surenda (2025) also explained that customer trust positively affects repurchase intention because trust increases customers' confidence in product quality and company credibility.

Hidayat and Valentina (2022) explained that business communication and customer trust significantly influence consumer buying decisions because customers are more likely to purchase products from companies that provide transparent and reliable services. Furthermore, Hidayat et al. (2026) found that customer trust significantly affects consumer behavioral intentions and purchasing behavior on digital platforms.

Research conducted by Linardy and Hidayat (2022) also showed that customer trust and service quality significantly influence customer loyalty. This finding indicates that trust plays an important role in encouraging sustainable customer relationships and increasing repurchase intentions.

Repurchase Intention

Repurchase intention refers to customers' willingness and tendency to repurchase products or services from the same company. Repurchase intention is often used as an indicator of customer loyalty because customers who intend to repurchase products generally have positive perceptions and experiences of the company. Rahmadani et al. (2024) stated that repurchase intentions reflect customers' willingness to continue purchasing products after evaluating product quality, perceived value, and customer experiences.

Several previous studies have found that perceived value, customer experience, and customer trust significantly influence repurchase intention. Nursyifa and Khasanah (2024) explained that perceived value and customer trust positively influence repurchase intentions. Tanumiharja and Keni (2026) also found that customer experience and trust significantly affect repurchase intention through customer satisfaction.

Pane et al. (2024) explained that repurchase intentions are influenced by customers' perceptions of product quality, value, and company credibility. Curatman et al. (2020) stated that companies must consistently maintain customer satisfaction and trust to strengthen customer loyalty and long-term repurchase behavior. In addition, Pratama, Hidayat, and Andriaskiton (2024) found that service quality and store image significantly influence customer loyalty and repeated purchase behavior. Therefore, companies need to simultaneously improve perceived value, customer experience, and customer trust to strengthen customer repurchase intentions and maintain long-term customer relationships.

METHODOLOGY

Desain Study

This study used a quantitative research design with an associative approach. Hidayat (2026) chose quantitative research because the data were collected in numerical form through questionnaires and analyzed using statistical techniques. The associative approach was used to examine the relationship and

influence among variables, particularly the effect of perceived value and customer experience on repurchase intention through customer trust as an intervening variable. In this study, perceived value and customer experience were positioned as independent variables, customer trust as an intervening variable, and repurchase intention as the dependent variable. This design allows the researcher to analyze both the direct and indirect effects among variables. Therefore, this study examines not only whether perceived value and customer experience influence repurchase intention directly but also whether customer trust mediates the relationship between these variables. This study was conducted at PT. Golgon Medan is a manufacturing company engaged in rope production. This research focuses on the customers of PT. Golgon Medan who have experience purchasing or using the company's products. Data were analyzed using multiple linear regression and path analysis to determine the influence between variables and the mediating role of customer trust. This design is expected to provide empirical evidence regarding the factors that strengthen customer repurchase intentions in manufacturing businesses.

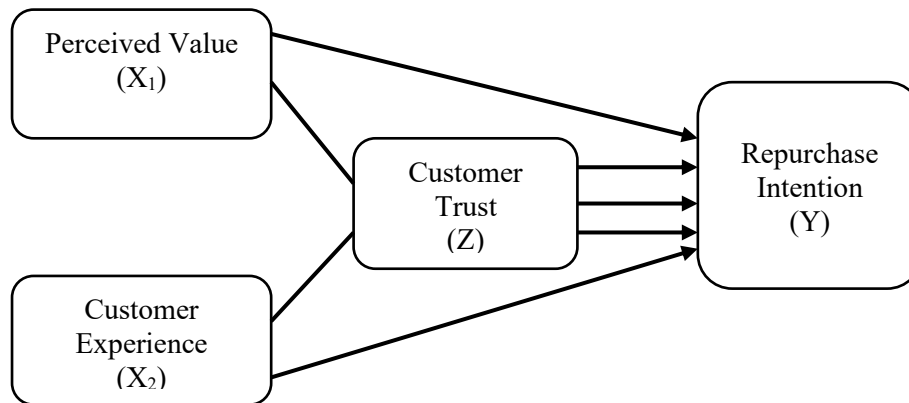


Figure 1. Research Framework

Hypothesis

Based on the theoretical framework and previous empirical studies, the hypotheses proposed in this study are as follows:

- H₁: Perceived value affects repurchase intention at PT. Golgon Medan.
- H₂: Customer experience affects repurchase intention at PT. Golgon Medan.
- H₃: Customer trust affects repurchase intention at PT. Golgon Medan.
- H₄: Perceived value affects repurchase intention through customer trust as an intervening variable at PT. Golgon Medan.
- H₅: Customer experience affects repurchase intention through customer trust as an intervening variable at PT. Golgon Medan.

Population and Sample

The population in this study consisted of customers of PT. Golgon Medan who purchased or used the company's products. Since the exact number of customers was not clearly identified, this study used purposive sampling to determine respondents based on specific criteria relevant to the research objectives of this study. The criteria included customers who purchased PT. Golgon Medan products and were considered able to provide information related to perceived value, customer experience, customer trust, and repurchase intention.

A total of 96 respondents were selected as the research sample for this study. This number was used as the basis for data analysis to examine the influence of perceived value and customer experience on repurchase intention through customer trust as an intervening variable. Purposive sampling was considered appropriate because the study required respondents with direct experience with PT. Golgon Medan's products and services.

Analytical Techniques and Research Instruments

This study used primary data collected through questionnaires distributed to PT customers. Golgon Medan. The questionnaire was designed using a Likert scale consisting of five answer categories ranging from strongly disagree to strongly agree. The research instrument measured four variables: perceived value, customer experience, customer trust, and repurchase intention.

Before conducting the data analysis, the research instruments were tested for validity and reliability to ensure that all questionnaire items were appropriate and consistent in measuring the research variables. The validity test was conducted by comparing the correlation coefficient value of each statement item with the required significance level, while the reliability test used Cronbach's alpha to measure the consistency of respondents' answers.

The analytical technique applied in this study was path analysis using multiple linear regression with the assistance of the Statistical Package for Social Sciences (SPSS). Path analysis was used to examine both direct and indirect effects among variables, particularly the role of customer trust as an intervening variable between perceived value, customer experience, and repurchase intentions. In addition, this study conducted classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests to ensure that the regression model fulfilled statistical assumptions and produced valid analytical results.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis Sub-Structure I

Table 2. Multiple Linear Regression Analysis Results Sub-Structure I

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)
(Constant)	4.449	4.624	
Perceived Value (X1)	1.047	0.098	0.672
Customer Experience (X2)	0.530	0.087	0.383

Based on Table 2, the multiple linear regression equation for Sub-Structure I is formulated as follows:

$$Z = 4.449 + 1.047X1 + 0.530X2 + e$$

The regression equation indicates that perceived value and customer experience positively influence customer trust at PT. Golgon Medan. The constant value of 4.449 indicates that when the perceived value and customer experience are assumed to be constant or equal to zero, customer trust has a value of 4.449. The perceived value variable has a regression coefficient value of 1.047, indicating that every one-unit increase in perceived value increases customer trust by 1.047 units, assuming other variables remain constant. Customer experience has a regression coefficient value of 0.530, indicating that every one-unit increase in customer experience increases customer trust by 0.530 units. These findings indicate that perceived value has a more dominant influence on customer trust than customer experience.

F-Test Sub-Structure I

Table 3. Simultaneous Significance Test (F-Test) Results Sub-Structure I

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1749.281	2	874.641	80.919	0.000
Residual	1005.219	93	10.809		
Total	2754.500	95			

Based on Table 3, the Fcount value is 80.919, which is greater than the Ftable value of 3.09 with a significance value of $0.000 < 0.05$. This indicates that perceived value and customer experience simultaneously have a positive and significant effect on customer trust at PT. Golgon Medan.

Partial Significance Test (t-Test) Sub-Structure I

Table 4. Partial Significance Test (t-Test) Results Sub-Structure I

Model	t	Sig.
(Constant)	0.962	0.338
Perceived Value (X1)	10.694	0.000
Customer Experience (X2)	6.101	0.000

Based on Table 4, perceived value has a tcount value of 10.694, which is greater than the ttable value of 1.661 with a significance value of $0.000 < 0.05$. Therefore, perceived value has a positive and significant effect on customer trust at PT. Golgon Medan. Customer experience has a tcount value of 6.101, which is greater than the ttable value of 1.661, with a significance value of $0.000 < 0.05$. This indicates that customer experience also has a positive and significant effect on customer trust at PT. Golgon Medan. The results further indicate that perceived value is the most dominant variable influencing customer trust because it has the highest tcount value.

Coefficient of Determination (R²) Sub-Structure I

Table 5. Coefficient of Determination Results Sub-Structure I

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.797	0.635	0.627	3.28767

Based on Table 5, the adjusted R Square value is 0.627. This indicates that 62.7% of the variation in customer trust can be explained by perceived value and customer experience, while the remaining 37.3% is explained by other variables outside this study.

Multiple Linear Regression Analysis Sub-Structure II

Table 6. Multiple Linear Regression Analysis Results Sub-Structure II

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)
(Constant)	-1.950	3.033	
Perceived Value (X1)	0.278	0.095	0.225
Customer Experience (X2)	0.223	0.067	0.203
Customer Trust (Z)	0.478	0.068	0.602

Based on Table 6, the multiple linear regression equation for Sub-Structure II is formulated as follows:

$$Y = -1.950 + 0.278X1 + 0.223X2 + 0.478Z + e$$

The regression results indicate that perceived value, customer experience, and customer trust positively influence repurchase intention at PT. Golgon Medan. Customer trust had the highest regression coefficient value, indicating that it was the most dominant variable influencing repurchase intention.

Simultaneous Significance Test (F-Test) Sub-Structure II

Table 7. Simultaneous Significance Test (F-Test) Results Sub-Structure II

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1312.877	3	437.626	95.043	0.000
Residual	423.612	92	4.604		
Total	1736.490	95			

Based on Table 7, the Fcount value is 95.043, which is greater than the Ftable value of 3.09 with a significance value of $0.000 < 0.05$. This indicates that perceived value, customer experience, and customer trust simultaneously have a positive and significant effect on repurchase intention at PT. Golgon Medan.

Partial Significance Test (t-Test) Sub-Structure II

Table 8. Partial Significance Test (t-Test) Results Sub-Structure II

Model	t	Sig.
(Constant)	-0.643	0.522
Perceived Value (X1)	2.919	0.004
Customer Experience (X2)	3.328	0.001
Customer Trust (Z)	7.062	0.000

Based on Table 8, perceived value has a positive and significant effect on repurchase intention, with a tcount value of 2.919 and a significance value of $0.004 < 0.05$. Customer experience also has a positive and significant effect on repurchase intention, with a tcount value of 3.328 and a significance value of $0.001 < 0.05$. Furthermore, customer trust has a positive and significant effect on repurchase intention, with a tcount value of 7.062 and a significance value of $0.000 < 0.05$. These findings indicate that customer trust is the most dominant variable affecting repurchase intention at PT. Golgon Medan.

Coefficient of Determination (R²) Sub-Structure II

Table 9. Coefficient of Determination Results Sub-Structure II

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.870	0.756	0.748	2.14581

Based on Table 9, the adjusted R Square value is 0.748. This indicates that 74.8% of the variation in repurchase intention can be explained by perceived value, customer experience, and customer trust, while the remaining 25.2% is explained by other variables outside this study.

Path Analysis

Table 10. Path Analysis Results

Independent Variable	Direct Effect	Indirect Effect	Total Effect	Description
Perceived Value (X1)	0.225	$0.672 \times 0.602 = 0.404$	0.404	Intervening
Customer Experience (X2)	0.203	$0.383 \times 0.602 = 0.231$	0.231	Intervening

Based on Table 10, customer trust successfully acts as an intervening variable in the relationship between perceived value and repurchase intention, as well as between customer experience and repurchase intention. The indirect effect of perceived value on repurchase intention through customer trust was 0.404, which was greater than the direct effect value of 0.225. Similarly, the indirect effect of customer experience on repurchase intention through customer trust was 0.231, which was greater than the direct effect value of 0.203. These findings indicate that customer trust strengthens the relationship between perceived value, customer experience, and repurchase intention at PT. Golgon Medan.

The results of this study indicate that perceived value has a positive and significant effect on customer trust at PT. Golgon Medan. This finding shows that customers who perceive greater benefits from the products and services provided by the company tend to develop stronger trust in the company. Customers generally evaluate product quality, durability, price suitability, and service consistency before deciding to trust a company. When customers believe that the value received is proportional to the sacrifices made, their trust in the company increases. This finding is consistent with the study conducted by Dhaniswari and Sukaatmadja (2021), who stated that perceived value significantly influences customer trust and repurchase intention.

Customer experience also positively and significantly affected customer trust. This result indicates that positive experiences during the purchasing and product usage processes encourage customers to develop stronger confidence in the company. Customers who receive good service, effective communication, and satisfying transaction experiences tend to feel more comfortable and secure in maintaining relationships with the company. Positive customer experiences also create emotional attachments that strengthen long-term customer relationships. This finding supports the research conducted by Fachrullah and Permana (2024), who found that customer experience significantly affects customer trust and repurchase intention.

The results of this study further indicate that perceived value has a positive and significant effect on repurchase intention. Customers who perceive higher value from PT. Golgon Medan products tend to show a stronger willingness to repurchase products in the future. Customers consider not only product quality but also benefits, convenience, and service quality when evaluating whether they will continue purchasing products from the company. This finding is consistent with the study conducted by Cahyaningtiyas and Ludiya (2024), who explained that perceived value positively influences repurchase intention through customer trust.

Customer experience also positively and significantly affected repurchase intention. This indicates that customers who have satisfying experiences are more likely to maintain purchasing relationships with the company. Positive experiences during the purchasing, communication, complaint handling, and product usage processes encourage customers to make repeat purchases. This finding supports the study conducted by Makasutji et al. (2025), who explained that customer experience significantly influences repurchase intention because customers tend to repeat purchases when they have positive experiences.

Furthermore, customer trust has a positive and significant effect on repurchase intention and is the most dominant variable influencing repurchase intention at PT. Golgon Medan. Customers who trust a company are generally more confident in conducting transactions and are less likely to switch to competitors. Trust reduces customers' perceived risks and strengthens their willingness to continue purchasing products from the company. This finding is consistent with that of Anora et al. (2024), who found that customer trust significantly influences customers' behavioral intentions and repurchase decisions.

The path analysis results also indicate that customer trust successfully acts as an intervening variable in the relationship between perceived value, customer experience, and the repurchase intention. The indirect effects are greater than the direct effects, indicating that customer trust strengthens the influence of perceived value and customer experience on repurchase intention. This means that a higher perceived value and positive customer experiences first increase customer trust, which subsequently encourages customers to repurchase PT products. Golgon Medan. Therefore, companies should focus not only on improving product value and customer experience but also on strengthening customer trust through consistent service quality, transparent communication, and reliable product performance.

CONCLUSIONS

Based on the results of this study, it can be concluded that perceived value and customer experience have positive and significant effects on customer trust at PT. Golgon Medan. This indicates that customers who perceive greater value and receive positive experiences from the company tend to develop stronger trust in the company and its products.

The results also show that perceived value, customer experience, and customer trust have positive and significant effects on repurchase intentions. Customers are more likely to repurchase products when they perceive that the products provide good value, receive satisfying experiences during the purchasing and product usage processes, and trust the company's ability to provide reliable products and consistent services. Among the variables examined, customer trust was found to be the most dominant factor influencing repurchase intention.

Furthermore, customer trust successfully acts as an intervening variable in the relationship between perceived value, customer experience, and repurchase intentions. The indirect effects of customer trust were found to be greater than the direct effects, indicating that customer trust strengthens the influence of perceived value and customer experience on repurchase intention. Therefore, improving customer trust is essential for encouraging long-term customer relationships and strengthening repurchase behavior at PT. Golgon Medan.

RECOMMENDATIONS

Based on the findings of this study, PT. Golgon Medan is recommended to continuously improve perceived value by maintaining product quality, ensuring product durability, and providing prices consistent with the benefits received by customers. The company should also strengthen after-sales services and improve communication transparency to create more positive customer perceptions of the products and services offered.

Companies should also improve customer experience through better service quality, faster complaint handling, responsive communication, and more consistent interactions with customers. Positive customer experiences may strengthen emotional relationships between customers and companies, thereby encouraging customers to maintain long-term purchasing relationships.

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