



Price Perception and Electronic Word-of-Mouth on Repurchase Intention: The Mediating Role of Customer Satisfaction among Generation Z Matcha Consumers

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ABSTRACT

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The growing popularity of matcha beverages among Generation Z reflects changing consumption patterns shaped by health awareness, lifestyle trends, and social media engagement. In this competitive market, understanding the factors that encourage consumers to repurchase is important for sustaining customer relationships. Price perception and electronic word of mouth (E-WOM) may influence repurchase intention through customer satisfaction. This study aims to examine the effects of price perception and E-WOM on repurchase intention and to investigate the mediating role of customer satisfaction among Generation Z consumers of matcha beverages. A quantitative causal research design was employed. Data were collected through a five-point Likert-scale online questionnaire from 130 Generation Z consumers who had previously purchased matcha beverages and actively used social media. Respondents were selected using purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The findings show that price perception and E-WOM positively and significantly affect customer satisfaction, while customer satisfaction significantly enhances repurchase intention. However, neither price perception nor E-WOM has a significant direct effect on repurchase intention. Customer satisfaction significantly mediates both relationships. These findings indicate that businesses should prioritize customer satisfaction when developing pricing and digital communication strategies to encourage repeat purchases.

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INTRODUCTION

The growth of contemporary beverage consumption reflects broader changes in consumer lifestyles, particularly among Generation Z, who increasingly use digital platforms to discover, evaluate, and share consumption

experiences. In this environment, purchasing decisions are shaped not only by product attributes but also by perceived value, price evaluations, and information exchanged among consumers. Previous studies indicate that price perception and customer experience can influence repurchase intention, while electronic word of mouth (E-WOM) and customer satisfaction also contribute to consumers' subsequent purchasing decisions (Lin et al., 2022; Nasution & Adnans, 2024). These developments make consumer satisfaction and continued purchasing important issues for the sustainability of food and beverage businesses. Understanding how consumers evaluate prices and digital information is therefore essential for explaining repurchase behavior in increasingly competitive beverage markets.

A major problem in contemporary beverage consumption is that consumers face numerous alternatives with different prices, product qualities, promotional strategies, and online reputations. Consequently, consumers may not repurchase a product simply because they initially perceive it positively. Price that is considered inappropriate relative to quality may reduce satisfaction, while inconsistent or unconvincing online information may weaken consumers' confidence in a product. Research has shown that price perception is associated with repurchase intention through customer satisfaction, while service and product-related evaluations can also shape satisfaction and subsequent purchasing behavior (Khuzafah et al., 2023; Rishanto & Putra, 2024). Similarly, E-WOM can influence consumer responses and repurchase intention in digital environments (Rachbini et al., 2021; Ginting et al., 2023). This creates a need to examine how these factors jointly shape continued purchasing.

This issue is particularly relevant to the emerging matcha beverage market in Pontianak. Aoi Matcha, which began operating in Sungai Raya Dalam in 2025, attracted consumers through various matcha-based beverages and subsequently opened a second outlet in the Podomoro area. Its interaction with consumers through TikTok and Instagram also provides a digital environment where customers can encounter reviews, comments, recommendations, and brand responses. Such characteristics are relevant to Generation Z consumers, who frequently obtain product information through social media before or after consumption. Research on creative tea beverages shows that consumption experiences can contribute to repurchase intention, while studies in the food and beverage sector indicate that satisfaction remains relevant to repeated purchasing (Xia et al., 2023; Natalia & Suparna, 2023). Thus, Aoi Matcha provides a relevant context for examining these relationships.

Previous studies have established relationships among the variables examined in this research, but their findings remain contextually fragmented. Price perception has been associated with repurchase intention through

satisfaction, while customer satisfaction has also been identified as an important mechanism linking product and service evaluations to repeated purchasing (Prayoni & Respati, 2020; Khuzaifah et al., 2023). Similarly, E-WOM has been found to influence repurchase intention, including through customer satisfaction and trust-related mechanisms (Rachbini et al., 2021; Ginting et al., 2023). However, much of this evidence comes from e-commerce, transportation, restaurants, and general consumer markets rather than contemporary matcha beverages. Therefore, the existing literature provides strong conceptual foundations but limited evidence regarding how price perception and E-WOM jointly operate through customer satisfaction in a specific Generation Z beverage context.

Other studies further demonstrate that satisfaction can function as an important mechanism between consumer evaluations and repurchase intention. Research on e-commerce and cosmetic products identifies customer satisfaction as relevant to repeated purchasing, while studies of coffee shops and SMEs similarly emphasize satisfaction in explaining repurchase behavior (Afinia & Tjahjaningsih, 2024; Jasina et al., 2023). Nevertheless, the literature remains limited in integrating price perception and E-WOM within one mediation model focused specifically on Generation Z consumers of matcha beverages. In addition, studies of E-WOM have largely examined online purchasing environments, whereas physical beverage consumption combines digital information, perceived price, product experience, and satisfaction. This gap is important because consumer responses to matcha products may differ from those observed in conventional e-commerce settings. The present study therefore extends previous research by examining these relationships within a contemporary beverage consumption context.

The novelty of this study lies in integrating Price Perception and E-WOM as antecedents of Repurchase Intention through Customer Satisfaction among Generation Z consumers of matcha beverages. Rather than examining price or digital communication independently, the study considers how consumers' evaluations of monetary value and online consumer-generated information can simultaneously contribute to satisfaction and subsequent purchasing intentions. The research also places these relationships within the rapidly developing matcha beverage context, where consumption is connected with lifestyle, visual appeal, social interaction, and digital engagement. This contextualization provides a more specific understanding of consumer behavior beyond the predominantly e-commerce-oriented settings found in previous studies. The study consequently offers a focused framework for explaining how contemporary beverage consumers transform price evaluations and digital information into satisfaction and intentions to repurchase.

The central research problem is whether Price Perception and E-WOM influence Repurchase Intention through Customer Satisfaction among Generation Z consumers of Aoi Matcha in Pontianak. The study argues that consumers who perceive the price as appropriate relative to the value received and who encounter favorable, credible, and useful digital information are more likely to develop positive satisfaction, which can subsequently strengthen their intention to repurchase. Customer Satisfaction is therefore positioned as the mechanism connecting consumers' evaluations of price and digital communication with continued purchasing behavior. By testing these relationships simultaneously, this study seeks to provide empirical evidence on the behavioral process underlying repurchase intention in the matcha beverage sector. The findings are expected to contribute to consumer behavior literature and provide practical insight for beverage businesses in managing pricing, digital communication, and customer satisfaction.

RESEARCH METHODS

This study employed a quantitative causal research design using a cross-sectional survey to examine the relationships among Price Perception, Electronic Word of Mouth (E-WOM), Customer Satisfaction, and Repurchase Intention. A quantitative design was appropriate because the study tested hypothesized relationships among measurable latent constructs using numerical data and statistical analysis (Lim & Koay, 2024; Miller & Lengler, 2025). The research model comprised four latent constructs operationalized through 24 indicators: six for Price Perception, eight for E-WOM, four for Customer Satisfaction, and six for Repurchase Intention. Constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Measurement indicators were adapted from established studies to maintain conceptual alignment between constructs and their operational measures. This design supported the examination of direct and indirect relationships within the model.

The study was conducted in Pontianak, Indonesia, with Aoi Matcha Pontianak as the research setting. The target population comprised Generation Z consumers aged 17–27 years who had purchased and consumed matcha beverages at Aoi Matcha Pontianak. Purposive sampling was employed because respondents needed to satisfy predefined characteristics related to the research objectives. This approach allows researchers to select participants according to specific eligibility criteria and study requirements (Ahmed, 2024; White, 2023). Eligible respondents were required to have purchased Aoi Matcha products, have an intention to repurchase, and actively use social media, because the study included E-WOM. These criteria were established before data collection to improve sample relevance and overall consistency. The sampling procedure therefore ensured that respondents possessed experiences necessary to evaluate all constructs included in the proposed model.

A total of 130 respondents participated in the study. The sample exceeded the minimum requirement of 120 respondents, calculated using the study's rule of five respondents per measurement indicator across 24 indicators. Although this rule was used as the operational sampling benchmark, sample adequacy was also considered in relation to the requirements of quantitative survey research and the proposed statistical analysis (White, 2023; Ahmed, 2024). Data were collected through an online questionnaire administered using Google Forms. Before accessing the substantive questions, respondents completed screening items based on the predetermined inclusion criteria. Only respondents meeting all eligibility requirements were retained for analysis. The questionnaire measured Price Perception, E-WOM, Customer Satisfaction, and Repurchase Intention using five-point Likert-scale items. This procedure supported consistent measurement and systematic data collection across all participants and responses.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. PLS-SEM was selected because the analysis examined latent-construct relationships and estimated direct and indirect effects within an integrated model (Hair & Alamer, 2022; Guenther et al., 2023). The analysis comprised two stages. First, the measurement model was assessed through indicator loadings, convergent validity, discriminant validity, and internal consistency reliability. Convergent validity was evaluated using standardized outer loadings and Average Variance Extracted (AVE), while Composite Reliability and Cronbach's Alpha assessed internal consistency. Discriminant validity was examined using the Fornell–Larcker criterion and cross-loadings. Second, the structural model was evaluated using R^2 , SRMR, and path coefficients. Hypotheses were tested through bootstrapping based on t-statistics and p-values, while indirect effects were examined to assess Customer Satisfaction as a mediator (Sarstedt & Moisesescu, 2024; Qin, 2024).

RESULTS AND DISCUSSION

Results

Respondent Characteristics

The demographic characteristics of the 130 respondents who were customers of Aoi Matcha Pontianak are presented in Table 1. The sample consisted predominantly of female respondents (80.77%), while male respondents accounted for 19.23%. In terms of age, respondents aged 21–23 years represented the largest group (49.23%), followed by those aged 17–20 years (26.92%) and 24–27 years (23.85%). Regarding occupation, university students constituted the largest group (62.31%), followed by employees (33.85%) and students (3.85%).

In terms of monthly expenditure, 32.31% of respondents reported monthly expenditure above IDR 2,000,000, followed by 27.69% reporting IDR 500,000–1,000,000, 26.92% reporting IDR 1,100,000–1,500,000, and 13.08% reporting IDR 1,600,000–2,000,000. Based on domicile, the largest proportion of respondents resided in Pontianak Kota (40.00%), followed by Kabupaten Kubu Raya (18.46%) and Pontianak Barat (14.62%). The complete distribution of respondents is presented in Table 1.

Table 1. Characteristics of Respondents

Category	Item	f	%
Gender	Male	25	19.23
	Female	105	80.77
	Total	130	100
Age	17–20 years	35	26.92
	21–23 years	64	49.23
	24–27 years	31	23.85
	Total	130	100
Occupation	Student (School)	5	3.85
	Employee	44	33.85
	University Student	81	62.31
	Total	130	100
Monthly Expenditure	Rp500,000–1,000,000	36	27.69
	Rp1,100,000–1,500,000	35	26.92
	Rp1,600,000–2,000,000	17	13.08
	>Rp2,000,000	42	32.31
	Total	130	100
Domicile	North Pontianak	4	3.08
	East Pontianak	6	4.62
	South Pontianak	11	8.46
	West Pontianak	19	14.62
	Southeast Pontianak	14	10.77
	Pontianak City	52	40.00
	Kubu Raya Regency	24	18.46
	Total	130	100

Source: Authors' data processing (2026).

Descriptive Statistics

Table 2 presents the descriptive statistics for the study variables. The mean scores ranged from 3.952 to 4.225, indicating generally high responses across the measured constructs based on the categorization used in the study. Customer Satisfaction recorded the highest overall mean ($M = 4.225$, $SD = 0.875$) and was categorized as very high. Price Perception followed with a mean of 4.183 ($SD = 0.881$), categorized as high. Repurchase Intention had a mean of 4.012 ($SD = 0.971$), while Electronic Word of Mouth had the lowest mean among the four constructs at 3.952 ($SD = 1.039$); both were categorized as high.

At the indicator level, the mean scores for Price Perception ranged from 4.062 to 4.254, with PP5 showing the highest mean. For Electronic Word of Mouth, the indicator means ranged from 3.669 to 4.162, with EWOM4 recording the highest mean. Customer Satisfaction had indicator means ranging from 4.054 to 4.331, with CS3 showing the highest mean. For Repurchase Intention, the means ranged from 3.777 to 4.223, with RI1 recording the highest mean. The standard deviations ranged from 0.778 to 1.192, indicating variation in respondents' responses across the indicators.

Table 2. Descriptive Statistics

Variable	Item	Mean	Standard Deviation (SD)	Category
Price Perception (X1)	PP1	4.062	0.918	High
	PP2	4.100	0.902	High
	PP3	4.223	0.888	Very High
	PP4	4.215	0.813	Very High
	PP5	4.254	0.914	Very High
	PP6	4.246	0.851	Very High
	Average Price Perception	4.183	0.881	High
Electronic Word of Mouth (X2)	EWOM1	3.669	1.192	High
	EWOM2	3.762	1.175	High
	EWOM3	3.969	0.952	High
	EWOM4	4.162	0.991	High
	EWOM5	4.008	0.996	High
	EWOM6	4.031	0.902	High
	EWOM7	4.031	1.045	High
	EWOM8	3.985	1.060	High
	Average E-WOM	3.952	1.039	High
Customer Satisfaction (Z)	CS1	4.292	0.872	Very High
	CS2	4.223	0.862	Very High
	CS3	4.331	0.778	Very High
	CS4	4.054	0.987	High
	Average Customer Satisfaction	4.225	0.875	Very High
Repurchase Intention (Y)	RI1	4.223	0.930	Very High
	RI2	4.138	0.857	High

RI3	3.923	1.012	High
RI4	3.823	1.077	High
RI5	4.185	0.901	High
RI6	3.777	1.047	High
Average Repurchase Intention	4.012	0.971	High

Source: SmartPLS data processing results (2026).

Measurement Model

The measurement model was evaluated in terms of convergent validity and internal consistency reliability. The results are presented in Table 3. All indicators exhibited standardized loading factor (SLF) values above 0.70, with values ranging from 0.781 to 0.935. The Average Variance Extracted (AVE) values were 0.734 for Price Perception, 0.718 for Electronic Word of Mouth, 0.817 for Customer Satisfaction, and 0.741 for Repurchase Intention. Thus, all constructs exceeded the commonly applied minimum AVE criterion of 0.50.

The reliability results also indicate adequate internal consistency. Composite Reliability values ranged from 0.943 to 0.953, while Cronbach's Alpha values ranged from 0.925 to 0.944. All values exceeded 0.70. Taken together, the outer loadings and AVE values provide evidence of convergent validity, while the Composite Reliability and Cronbach's Alpha values indicate adequate internal consistency reliability for all constructs.

Table 3. Validity and Reliability Test Results

Construct	Items	SLF	Composite Reliability	Cronbach's Alpha	AVE
Price Perception (X1)	PP1	0.795	0.943	0.928	0.734
	PP2	0.865			
	PP3	0.857			
	PP4	0.873			
	PP5	0.859			
	PP6	0.887			
Electronic Word of Mouth (X2)	EWOM1	0.781	0.953	0.944	0.718
	EWOM2	0.790			
	EWOM3	0.898			
	EWOM4	0.881			
	EWOM5	0.851			
	EWOM6	0.846			
	EWOM7	0.852			
	EWOM8	0.871			
Customer Satisfaction (Z)	CS1	0.935	0.947	0.925	0.817
	CS2	0.895			
	CS3	0.903			
	CS4	0.883			

Repurchase Intention (Y)	RI1	0.859	0.945	0.930	0.741
	RI2	0.866			
	RI3	0.891			
	RI4	0.878			
	RI5	0.871			
	RI6	0.796			

Discriminant Validity

Discriminant validity was assessed using cross-loadings and the Fornell-Larcker criterion. As shown in Table 4, each indicator had its highest loading on the construct it was intended to measure. The Customer Satisfaction indicators had loadings ranging from 0.883 to 0.935 on their respective construct, Electronic Word of Mouth indicators ranged from 0.781 to 0.898, Price Perception indicators ranged from 0.795 to 0.887, and Repurchase Intention indicators ranged from 0.796 to 0.891.

In each case, the loading of an indicator on its respective construct exceeded its loadings on the other constructs. These results provide evidence that the indicators demonstrate satisfactory discriminant validity based on the cross-loading assessment.

Table 4. Discriminant Validity – Cross Loadings

Item	CS	EWOM	PP	RI
CS1	0.935	0.602	0.674	0.760
CS2	0.895	0.612	0.657	0.688
CS3	0.903	0.558	0.720	0.710
CS4	0.883	0.525	0.595	0.754
EWOM1	0.441	0.781	0.448	0.378
EWOM2	0.443	0.790	0.462	0.388
EWOM3	0.534	0.898	0.612	0.542
EWOM4	0.600	0.881	0.654	0.510
EWOM5	0.494	0.851	0.549	0.515
EWOM6	0.622	0.846	0.624	0.562
EWOM7	0.510	0.852	0.573	0.527
EWOM8	0.609	0.871	0.636	0.617
PP1	0.497	0.484	0.795	0.413
PP2	0.551	0.560	0.865	0.457
PP3	0.621	0.529	0.857	0.493
PP4	0.625	0.570	0.873	0.511
PP5	0.706	0.644	0.859	0.586
PP6	0.713	0.675	0.887	0.613
RI1	0.777	0.588	0.585	0.859
RI2	0.730	0.516	0.538	0.866
RI3	0.688	0.524	0.464	0.891
RI4	0.650	0.518	0.447	0.878

RI5	0.706	0.519	0.613	0.871
RI6	0.580	0.445	0.467	0.796

Source: SmartPLS data processing results (2026).

The Fornell–Larcker results are presented in Table 5. The square roots of AVE, represented by the diagonal values, were 0.904 for Customer Satisfaction, 0.847 for Electronic Word of Mouth, 0.857 for Price Perception, and 0.861 for Repurchase Intention. Each diagonal value was higher than the corresponding inter-construct correlations. Therefore, the Fornell–Larcker criterion was satisfied for all constructs, providing additional evidence of discriminant validity.

Table 5. Fornell–Larcker Criterion

Variable	Customer Satisfaction	Electronic Word of Mouth	Price Perception	Repurchase Intention
Customer Satisfaction	0.904			
Electronic Word of Mouth	0.635	0.847		
Price Perception	0.732	0.681	0.857	
Repurchase Intention	0.805	0.605	0.607	0.861

Source: SmartPLS data processing results (2026).

Structural Model

The structural model was assessed using the standardized root mean square residual (SRMR) and the coefficient of determination (R^2). As reported in Table 6, the SRMR value was 0.067, which was below the criterion of 0.08 used in this study. This result indicates an acceptable level of model fit based on the SRMR criterion.

Table 6. Goodness-of-Fit Index

Goodness-of-Fit Index	Criterion	Result
SRMR	≤ 0.08	0.067

Source: SmartPLS data processing results (2026).

Table 7 reports the R^2 values for the endogenous constructs. Customer Satisfaction obtained an R^2 value of 0.571, indicating that Price Perception and Electronic Word of Mouth jointly accounted for 57.1% of the variance in Customer Satisfaction, while the remaining 42.9% was not explained by these predictors in the model. Repurchase Intention obtained an R^2 value of 0.664, indicating that Price Perception, Electronic Word of Mouth, and Customer Satisfaction jointly accounted for 66.4% of the variance in Repurchase Intention, with the remaining 33.6% not explained by the predictors included in the model.

Table 7. R-Squared Test Results

Endogenous Variable	R-Squared
Customer Satisfaction (Z)	0.571
Repurchase Intention (Y)	0.664

Source: SmartPLS data processing results (2026).

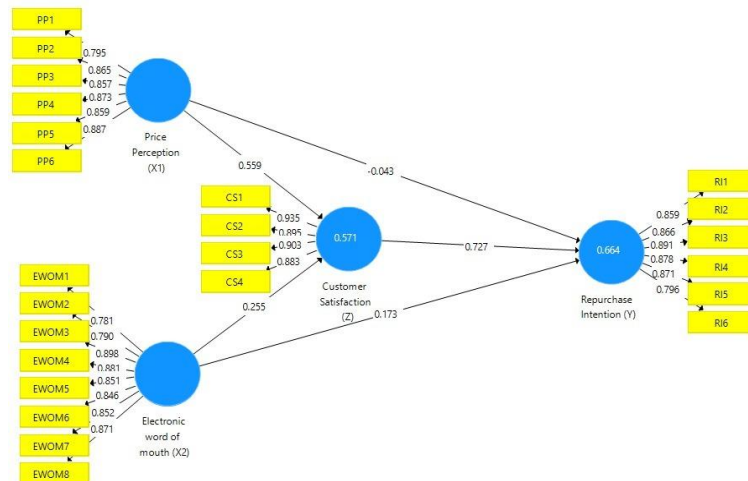


Figure 1. SEM-PLS Model Testing Results

Source: SmartPLS data processing results (2026).

Hypothesis Testing

The direct effects were examined using bootstrapping in the PLS-SEM procedure. The results are presented in Table 8. Statistical significance was assessed using a two-tailed criterion of $p < .05$, corresponding to a critical t-value of approximately 1.96.

Price Perception did not have a statistically significant direct effect on Repurchase Intention ($\beta = 0.027$, $t = 0.243$, $p = .808$). Although the estimated coefficient was positive, the effect was not statistically significant. Therefore, H1 was not supported.

Electronic Word of Mouth also did not have a statistically significant direct effect on Repurchase Intention ($\beta = 0.118$, $t = 1.104$, $p = .270$). The positive coefficient was insufficient to establish a statistically significant relationship; therefore, H2 was not supported.

In contrast, Price Perception had a positive and statistically significant effect on Customer Satisfaction ($\beta = 0.530$, $t = 5.587$, $p < .001$), supporting H3. Electronic Word of Mouth also had a positive and statistically significant effect on Customer Satisfaction ($\beta = 0.363$, $t = 4.173$, $p < .001$), supporting H4.

Customer Satisfaction had a positive and statistically significant effect on Repurchase Intention ($\beta = 0.694$, $t = 5.823$, $p < .001$), supporting H5. Overall, the direct-effect results indicate that both Price Perception and Electronic Word of Mouth were significantly associated with Customer Satisfaction, whereas neither

variable demonstrated a statistically significant direct effect on Repurchase Intention. Customer Satisfaction, however, showed a statistically significant positive association with Repurchase Intention.

Table 8. Hypothesis Test Results

Hypothesis	Relationship Between Variables	Original Sample Estimate	T-Statistic	P-Value	Decision
H ₁	Price Perception → Repurchase Intention	0.027	0.243	0.808	Rejected
H ₂	Electronic Word of Mouth → Repurchase Intention	0.118	1.104	0.270	Rejected
H ₃	Price Perception → Customer Satisfaction	0.530	5.587	0.000	Supported
H ₄	Electronic Word of Mouth → Customer Satisfaction	0.363	4.173	0.000	Supported
H ₅	Customer Satisfaction → Repurchase Intention	0.694	5.823	0.000	Supported

Source: SmartPLS data processing results (2026).

Mediation Analysis

The indirect effects were assessed using the bootstrapping procedure in PLS-SEM. The results are presented in Table 9. The indirect effect of Price Perception on Repurchase Intention through Customer Satisfaction was positive and statistically significant ($\beta = 0.368$, $t = 3.802$, $p < .001$). This finding indicates a statistically significant indirect relationship between Price Perception and Repurchase Intention through Customer Satisfaction, supporting H6.

Similarly, the indirect effect of Electronic Word of Mouth on Repurchase Intention through Customer Satisfaction was positive and statistically significant ($\beta = 0.252$, $t = 3.506$, $p < .001$). Thus, the indirect relationship between Electronic Word of Mouth and Repurchase Intention through Customer Satisfaction was statistically significant, supporting H7.

These results establish significant indirect effects through Customer Satisfaction. However, the available mediation results do not by themselves establish whether the mediation is full or partial. Such a classification would require consideration of the corresponding direct and total effects.

Table 9. Mediation Test Results

Hypothesis	Relationship Between Variables	Original Sample Estimate	T-Statistic	P-Value	Decision
H ₆	Price Perception → Customer Satisfaction → Repurchase	0.368	3.802	0.000	Supported

<i>Intention</i>					
H₇	<i>Electronic Word of Mouth →</i>				
	<i>Customer Satisfaction →</i>	0.252	3.506	0.000	Supported
	<i>Repurchase Intention</i>				

Source: SmartPLS data processing results (2026).

Discussion

The findings indicate that *Price Perception* and Electronic Word of Mouth (E-WOM) have positive and significant effects on *Customer Satisfaction*. This result is consistent with Yasri et al. (2020), who demonstrated the relevance of price perception in shaping repurchase-related consumer responses, and with Sara and Ramadhan (2025), who found that product quality, price perception, and service quality contribute to customer satisfaction. Similarly, Prasetyo et al. (2022) emphasized that price perception, product quality, and service quality are important determinants of satisfaction. The relatively high mean scores for *Price Perception* (4.183) and E-WOM (3.952), accompanied by a very high *Customer Satisfaction* score (4.225), reinforce the finding that both economic evaluations and digital information contribute to consumers' satisfaction with Aoi Matcha. Thus, the present findings support existing literature while extending it to the context of Generation Z matcha consumers.

The significant relationship between E-WOM and *Customer Satisfaction* also corresponds with previous research emphasizing the role of digital word-of-mouth in shaping consumer evaluations. Apritama and Susila (2023) found that E-WOM influences customer satisfaction, while Ginting et al. (2023) identified E-WOM as an important factor in the e-commerce customer experience and repurchase process. Similarly, Sya'roni and Fikriah (2024) reported that E-WOM contributes to repurchase intention through customer satisfaction. These studies generally position E-WOM as an important mechanism through which consumers obtain information and evaluate products before or during consumption. The present study adds a more specific perspective by showing that E-WOM significantly contributes to satisfaction among Generation Z consumers of a matcha beverage brand. However, its role appears to be more closely associated with satisfaction formation than with directly generating continued purchasing behavior.

In contrast, *Price Perception* and E-WOM were found to have no significant direct effects on *Repurchase Intention*. This finding differs from studies reporting direct relationships between these variables and repurchase intention. Yasri et al. (2020), for example, examined price perception in relation to repurchase intention, while Lin et al. (2022) identified price-related evaluations and customer satisfaction as relevant factors in explaining repurchase intentions. Rachbini et al. (2021) and Valentio and Erwita (2024) likewise reported the relevance of E-WOM

and price-related perceptions in repurchase models. The difference may indicate that favorable price evaluations and positive digital recommendations are insufficient by themselves to sustain repeat purchasing. In the present context, these factors may function primarily as antecedents of satisfaction, whereas repurchase intention requires a stronger evaluation of the actual consumption experience.

The absence of a significant direct effect of E-WOM on *Repurchase Intention* provides an important contrast with findings from research emphasizing digital communication as a determinant of repeat purchasing. Alfian et al. (2021) identified e-WOM, e-satisfaction, and e-trust as relevant factors in online repurchase intention, while Fan (2025) similarly places online word-of-mouth among the antecedents associated with repurchase intention. The present finding suggests that the influence of E-WOM may depend on the stage of the consumer decision process. Positive reviews and recommendations can reduce uncertainty and encourage initial consideration, but subsequent repurchase decisions may depend more heavily on consumers' actual experiences. This interpretation is particularly relevant for Aoi Matcha consumers, because digital expectations created before purchase must be confirmed by product quality, service performance, and overall consumption experience to support continued purchasing.

The findings further show that *Customer Satisfaction* constitutes a critical mechanism connecting consumers' evaluations of price and E-WOM with their behavioral responses. This interpretation is consistent with Nugraha and Wiguna (2021), who examined customer satisfaction as a mediating variable between price-related perceptions, E-WOM, and repurchase intention. It also corresponds with Rishanto and Putra (2024), who found that e-satisfaction mediates the relationship between price perception, e-promotion, and repurchase intention, and with Natalia and Suparna (2023), who highlighted the mediating role of satisfaction between product and service quality and repurchase intention. The present study contributes by demonstrating this mechanism within a Generation Z matcha-consumption context, where satisfaction appears more consequential for continued purchasing than price perception or E-WOM considered independently.

The demographic profile of respondents provides contextual support for interpreting these findings, although it should not be treated as evidence of causality. Most respondents were aged 21–23 years (49.23%) and were students (62.31%), while 80.77% were female. For this consumer segment, a favorable price and positive social-media information may establish an acceptable basis for consumption, but repeat purchasing can require stronger confirmation through direct product experience. This interpretation is compatible with research

showing that customer satisfaction plays an important role in repurchase decisions across food, beverage, and digital consumption contexts (Eksangkul & Nuangjamnong, 2022; Mufashih et al., 2023; Steven et al., 2023). The present study therefore contributes a context-specific explanation of why antecedents that positively shape satisfaction may not necessarily produce significant direct effects on repurchase intention.

The main contribution and novelty of this study lie in identifying a differentiated pathway among Generation Z consumers of Aoi Matcha: *Price Perception* and *E-WOM* significantly contribute to *Customer Satisfaction*, but neither produces a significant direct effect on *Repurchase Intention*. This finding refines previous models that frequently emphasize direct relationships between price, E-WOM, and repeat purchasing (Ginting et al., 2023; Sya'roni & Fikriah, 2024). Practically, the findings suggest that Aoi Matcha should maintain reasonable pricing and positive digital communication while prioritizing the actual consumption experience. Product consistency, service quality, outlet convenience, and customer-oriented experiences should therefore complement social-media strategies. E-WOM and digital promotion can attract prospective consumers, whereas sustained satisfaction can help transform positive initial evaluations into continued purchasing behavior. The study consequently highlights the importance of distinguishing factors that generate satisfaction from those that directly sustain repurchase intention.

CONCLUSION

This study demonstrates that Price Perception and Electronic Word of Mouth (E-WOM) have positive and statistically significant effects on Customer Satisfaction, while Customer Satisfaction has a positive and significant effect on Repurchase Intention. In contrast, neither Price Perception nor E-WOM has a significant direct effect on Repurchase Intention. The significant indirect effects further indicate that Customer Satisfaction transmits the effects of Price Perception and E-WOM to Repurchase Intention, highlighting customer satisfaction as an important mechanism underlying repurchase behavior. The implications of the findings suggest that businesses should prioritize value-based pricing and the quality of customer experiences while managing digital word-of-mouth to strengthen satisfaction and, subsequently, repurchase intention. The scientific contribution of this study lies in demonstrating the indirect role of Customer Satisfaction in connecting price perceptions and E-WOM with repurchase intention within the Generation Z matcha-consumption context. However, the study is limited by its purposive sample of 130 Generation Z consumers in a single business context and its cross-sectional design, which limits broader generalization and causal interpretation. Future research could

involve larger and more diverse samples, examine additional determinants such as Brand Image and Store Atmosphere, and employ longitudinal or mixed-method designs to provide a more comprehensive understanding of consumer repurchase behavior.

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