

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived price* terhadap *repurchase intention* melalui *perceived value* pada pelanggan Gen Z Kopi Kenangan Bangkalan yang melakukan pembelian melalui aplikasi Kopi Kenangan. Penelitian ini menggunakan pendekatan kuantitatif. Populasi penelitian adalah seluruh pelanggan Gen Z Kopi Kenangan Bangkalan yang pernah melakukan pembelian melalui aplikasi Kopi Kenangan. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 130 responden. Instrumen penelitian berupa kuesioner yang disusun menggunakan skala Likert lima poin, sedangkan analisis data menggunakan *Partial Least Squares-Structural Equation Modeling (PLS-SEM)* dengan bantuan SmartPLS. Hasil penelitian menunjukkan bahwa *perceived price* berpengaruh positif dan signifikan terhadap *perceived value*, *perceived value* berpengaruh positif dan signifikan terhadap *repurchase intention*, serta *perceived price* berpengaruh positif dan signifikan terhadap *repurchase intention*. Selain itu, *perceived value* terbukti memediasi secara signifikan pengaruh *perceived price* terhadap *repurchase intention*. Hasil evaluasi model menunjukkan nilai *r-square* sebesar 0,619 pada variabel *perceived value* dan 0,682 pada variabel *repurchase intention*, yang menunjukkan bahwa model memiliki kemampuan penjelasan yang tergolong moderat hingga kuat.

**Kata kunci:** *Perceived Price, Perceived Value, Repurchase Intention*

## ABSTRACT

*This study aims to examine the effect of Perceived Price on Repurchase Intention through Perceived Value among Generation Z customers of Kopi Kenangan Bangkalan who purchase products using the Kopi Kenangan application. This study employed a quantitative. The population consisted of all Generation Z customers of Kopi Kenangan Bangkalan who had made purchases through the Kopi Kenangan application. A total of 130 respondents were selected using a purposive sampling technique. The research instrument was a structured questionnaire measured using a five-point Likert scale. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. The findings indicate that Perceived Price has a positive and significant effect on Perceived Value, Perceived Value has a positive and significant effect on Repurchase Intention, and Perceived Price has a positive and significant effect on Repurchase Intention. Furthermore, Perceived Value significantly mediates the effect of Perceived Price on Repurchase Intention. The structural model evaluation shows that the R-square value is 0.619 for Perceived Value and 0.682 for Repurchase Intention, indicating that the model has moderate to substantial explanatory power.*

**Keyword:** *Perceived Price, Perceived Value, Repurchase Intention*