

CHAPTER II

LITERATURE REVIEW

2.1. Underlined Theory

2.1.1 Health Consciousness

The pursuit of essential ideals throughout one's life, despite shifting environmental conditions, is the goal of lifestyle. It is therefore possible to preserve the balance between changes in the environment and an individual's personal value system over time by ensuring that lifestyles evolve in a systematic manner over time rather than hurriedly or carelessly. In order to predict customer behavior for marketing purposes, lifestyle segmentation is frequently used. People are adjusting their dietary habits to retain or enhance their health and the environment as a result of rising disposable money and busy lifestyles. A more specific and operationalizable definition of lifestyle, namely a healthy lifestyle, which focuses on health-related behavior on the determinants of health, was created by Grunert (1995) and Grunert, Brunsø, and Bisp (1997) in contrast to the generic food-related lifestyle.

The level of integration of healthcare into a person's daily activities is referred to as health consciousness (Jayanti & Burns 1998). According to Chen (2009), health consciousness is the capacity to make choices that will lead to a healthy lifestyle. The belief that organic food is healthier for consumption is, according to Shaharudin, Junika Pani, Wan Mansor, Jamel Elias, & Maruak Sadek, (2010), the most common reason for customers to purchase organic food. Organic food buyers might be more conscious of how their food intake can impact their health. They place a higher emphasis on good health and give more thought to selecting organic foods that are good for them. The propensity to purchase organic food increases as customers are aware that it is healthy. The various factors that influence buying decisions that conscious consumers use range from ethics and sustainability to health and wellness (Kirsty, 2019). Users who are "health conscious," which is defined as "the degree of readiness to execute the health actions," would prefer to change their consuming habits because they think doing so will have an adverse effect on their health (Schifferstein & Oude Ophuis, 1998).

Health consciousness, according to Becker, Maiman, Kirscht, Haefner, & Drachman, (1977), refers to how eager customers are to make healthy choices. Customers are more likely to adopt healthy habits if they are concerned about their health and want to retain their quality of life (Newsom *et al.*, 2005). Previous studies have indicated that consumers' belief that organic foods will be healthier than conventional meals is the main driver behind their decision to purchase and consume organic foods (Chu, 2018). According to past studies, the primary motivation for purchasing organic food is concerned for one's health (Grankvist and Biel, 2001; Lockie, Lyons, Lawrence, & Mummery, 2002). Additionally, studies have demonstrated that views, intentions, and purchases of organic foods are predicted by health consciousness (Magnusson *et al.*, 2003). Additionally, consumers of organic produce grow a better understanding for natural foods and a willingness to make healthier food decisions as they become more aware of how their diet affects their health (Schifferstein and Oude Ophuis, 1998).

Gould (1988) believes that health awareness has numerous components, including:

1. Health alertness, which refers to an individual's level of awareness of their physical health state.
2. Health self-consciousness, or the awareness that results in feelings and a desire to keep one's physical health in good condition.
3. Health involvement, namely the way in which an individual is involved in preserving their state of physical health.
4. Health self-monitoring, or the capacity for people to keep track of their physical health status.

2.1.2 Perceived Value

The outcome or benefits that customers see as being worth more than the overall costs they have already paid are known as perceived value (Kaul, 2017). According to Jirawat (2011), perceived value is how customers assess a product's utility overall based on what they received (quality) in exchange for what they had given up or sacrificed (money). Sweeney and Soutar (2001) defined the dimensions of perceived value as functional value, utility, which the consumer perceives when

making a choice that will produce utilitarian results, economic value, or financial value, which is involved in the trade, social value, which is linked to social acceptance in a reference group as a result of the choice made, and emotional value, which refers to the positive emotional impact led from the choice made. Consumers care about value concentrate on a product's quality in relation to the price being requested for it.

Private label brands are viewed as high value products by important local customers because they offer superior quality and are competitive when compared to factory brands. Deanna (2020) noted in the COVID-19 that people who have tried private label brands of products and found them to be satisfactory or better than they had anticipated are likely to keep buying them if the pricing are reasonable. According to Garretson, Fisher, & Burton, (2002), value conscious consumers believed they needed to get a good bargain; as a result, this consumer group was frequently more attentive to the product value during the decision-making process to ensure they were consistently receiving high value. In other words, price-conscious consumers typically make sure they are getting the greatest deal by seeking for things that are both affordable and of an equal quality to the amount they are paying (Norfarah, Koo, & Siti-Nabiha, 2018).

Indicators of customer perceived value published by Sweeney & Soutar (2001) in Moliner, Sánchez, Rodríguez, & Callarisa, (2007) state that there are four key components that make up the indicator of perceived value:

- a. Emotional value, which refers to the pleasant emotions that a client experiences after using a product.
- b. Social value, which includes individual improvement of self-image and social acceptance.
- c. Quality and performance value, which is a comparison of a product's perceived quality and predicted performance.
- d. Price/value of money, which refers to the relationship between the advantages of the product and the expenses consumers spend to buy it.

2.1.3 Consumer Satisfaction

Customer satisfaction, according to Oliver (1997), is a post-purchase review in which the perception of the performance of an alternative product or service meets or exceeds the pre-purchase expectations. Customer satisfaction is an emotional reaction to an appraisal of a product's and service's consumption experience (Wilkie, 1990). Based on the preceding definitions, it is possible to deduce that customer satisfaction is the level of one's contentment or disappointment with a certain product or service. Customer satisfaction, according to Druker in Supranto (2011), is the central point in modern marketing to attract consumers who have a wide range of brands and products to choose from. Quality, service, and product delivery accuracy are all factors that might influence consumer satisfaction. Individual levels of satisfaction are measured by comparing actual results to expectations (Kotler & Armstrong, 2012). Alternatively, the gap between expectations and actuality. Consumer satisfaction is measured by comparing perceived performance (results) to consumer expectations (Kotler & Armstrong, 2012).

Customer satisfaction was introduced as a motivator for repeat purchases, increased receptivity to additional items, and favorable word-of-mouth (Cardozo, 1965). Since then, customer happiness has been regarded as one of the most important elements in forecasting consumer purchasing behavior, with numerous research demonstrating a positive relationship between customer satisfaction and repurchase intentions (Zeithaml, Berry, & Parasuraman, 1996). Satisfaction relates to a consumer's anticipation of a product or service; if the product or service achieves that expectation, the consumer will be satisfied, leading to repurchase intention (Chang & Chou, 2014). Customers will consider repurchasing or suggesting a product if a company is able to give a quality product or service that meets or even exceeds their expectations (Kotler, 1999).

Consumer happiness can be quantified using the following metrics, according to Gremler and Gwinr, (2000):

1. Overall Customer Satisfaction, where the assessment comprises determining the level of customer satisfaction with the company's products and/or services.
2. Expectation confirmation, in which satisfaction is judged based on the compatibility or discrepancy between consumer expectations of the performance of the company's products or services.
3. Right decision, where satisfaction is judged based on whether or not the consumer's decision is correct.

2.1.4 Repurchase Intention

Repurchase intention is the desire to repurchase a good at least two more times, either for the same or for different goods (Zeng, Zuohao, Rong, & Zhilin, 2009). Repurchase is driven by the buyer's level of trust and pleasure, which immediately benefits the business, known as repurchase intention (Zeng *et al.*, 2009). Repurchase intention, according to Hellier, Geursen, Carr, and Rickard, (2003), is a person's deliberate choice to repurchase specific services while taking into account the circumstances and level of preference. According to Schiffman and Kanuk (2008), consumers make three sorts of purchases: trial purchases, repeat purchases, and long-term purchases. A trial purchase occurs when a consumer purchases a product for the first time in a smaller quantity than usual. However, if the buyer makes a purchase based on previous experiences, the purchase is considered a repeat purchase. A long-term purchase is one that a consumer makes on a continuing basis throughout time. Schiffman and Kanuk (2008) add that the level of post-purchase analysis is determined by the importance of product decisions and the amount of experience obtained with the product. Customers will buy the product again if it performs as expected.

Furthermore, a repeat purchase is a purchase activity that is performed more than once or multiple times (Peter and Olsen, 2002). Consumer satisfaction can be a motivation to make repeat purchases, be loyal to the product, or be loyal to the store where the item is purchased, so that customers can tell others about it. Repurchase interest, according to Durianto and Liana (2004), is something related to consumer plans to buy specific products and how many units are required in a

specific period. Meanwhile, Margaretha (2008) defines repurchase interest as "repurchase interest that demonstrates the customer's intention to do something repeat buy."

According to Ferdinand (2006), the following signs can be used to determine purchasing intention:

1. Transactional Intention, which is a person's proclivity to purchase a product.
2. Referral Intention, which is people's proclivity to recommend things to others.
3. Preferential Intention, which describes the behavior of someone who has a strong liking for a product. This choice can only be overruled if anything happens to the preferred product.
4. Exploratory Intention, which is interest, characterizes the conduct of someone who is constantly looking for information about the product he is interested in, as well as information to support the product's good attributes.

2.2. Previous Research

The following are some past studies that have similarities with research done by researchers as a reference in this study.

Table 2.1
Previous Research

No	Researcher	Research Title	Variable	Result
1.	De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018).	Antecedents of Perceived Value and Repurchase Intention of Organic Food	Environmental Awareness, Healthy Consumption, Perceived Price Fairness, Perceived Quality, Perceived Value, and Repurchase Intention	The findings imply that there is a positive relationship between environmental consciousness and perceived quality, healthy consumption, and perceived price fairness. Additionally, they support the relationship between perceived price fairness, perceived quality, and perceived value, as well as the impact of perceived value on repurchase intention.

Table 2.1
Previous Research (Continued)

2.	Ahmad, S., Nadzri, N., Shaari, A., Yunus, S., & Musa, N. (2019).	Perceived Values and Personal Values: Which one explains the Consumer's Repurchase Intention of Eco-Friendly Home Appliances Product	Financial Value, Functional Value, Social Value, Health Consciousness, Environmental Consciousness, and Repurchase Intention,	The findings showed that, with ($\beta=0.533$, $p=0.00$), ($\beta=0.325$, $p=0.00$), and ($\beta=0.143$, $p0.05$), respectively, only functional value, environmental consciousness, and health consciousness were the constructs that directly influenced the consumer decision to repurchase green home appliances.
3.	Margaretha, A. (2008).	Customer Satisfaction Pengaruhnya Terhadap Brand Preference Dan Repurchase Intention Private Brand	Customer Satisfaction, Brand Preference, Repurchase Intention	The findings of this study on consumer satisfaction have a favorable effect on consumers' brand preferences for private brands at Matahari Department Store in Surabaya. This demonstrates whether it improves customer happiness and has a positive effect on brand preference. In Matahari Dept. Store Surabaya, brand preference has a favorable effect on consumers' intentions to repurchase private brand products. It also demonstrates the link between consumer brand preference and likelihood of repeat purchases. Customer satisfaction influences private brand Matahari Dept. Store Surabaya's decision to make additional purchases favorably. Additionally, it demonstrates that higher customer satisfaction raises repurchase intentions.
4.	Lee, J. H. (2017).	Structural Relationship among Consumer Attitude, Usage Motive, Health-consciousness, Satisfaction, and Revisit Intent Pursuant to Foodservice Nutrition Information Labeling System	Consumer attitude, usage motive, health concern, satisfaction. And Revisit intention	The findings revealed that, with the exception of customer attitude, every aspect had a significant causal relationship that was supported. The significant correlation between use rationale and satisfaction level was also supported by a control effect. According to the study's findings, restaurant managers and government policy makers can benefit from and develop marketing plans using the nutrition information labeling system of restaurants.

Table 2.1
Previous Research (Continued)

5.	In-Sil, P., Ji-Young, K., Soon-Jeong, C., & Hyun-Jung, P. (2015).	The relationship between wellbeing tendency, health consciousness, and life satisfaction among local community dance program participants.	Wellbeing tendency, health consciousness, life satisfaction, and local community dance program	According to the findings, participants in the local community dance program have a predisposition toward wellbeing, which has a good impact on health consciousness and overall happiness. Thus, this demonstrates the value of the dance program, which may lead to program development and practical use for the health of middle-aged to older women. Discussions are had regarding the implications, restrictions, and direction of future research.
6.	Marwanto, B., Welsa, H., & Kurniawan, I. S. (2022).	Pengaruh Kualitas Produk dan Persepsi Harga Terhadap Kepuasan dan Dampaknya Terhadap Minat Beli Ulang (pada Konsumen Produk Sayuran Cv Tani Organik Merapi Pakem Sleman).	Product Quality, Perceived Price, Consumer Satisfaction, and Repurchase Intention	The findings demonstrated that consumer satisfaction was positively and significantly impacted by product quality and price perception. Repurchase interest is positively and significantly impacted by factors like product quality, perceived value of the purchase, and consumer satisfaction.
7.	Prayoni, I. A., & Respati, N. N. R. (2020).	Peran Kepuasan Konsumen Memediasi Hubungan Kualitas Produk dan Persepsi Harga Dengan Keputusan Pembelian Ulang	Product Quality, Price Perception, Customer Satisfaction, and Decision to Repurchase.	The study's findings showed that variables related to customer satisfaction, product quality, and price perception had a favorable and significant impact on decisions to repurchase.
8.	Nugraha, R., & Wiguna, L. D. (2021).	The Influence of Product Quality, Perceived Value, Price Fairness, EWOM, and Satisfaction Towards Repurchase Intention at Xing Fu Tang	Product Quality, Perceived Value, Price Fairness, Satisfaction, EWOM, and Repurchase Intention.	The results show that product quality, perceived value, price fairness, and EWOM positively influence satisfaction and satisfaction positively influences repurchase intention, while EWOM does not influence repurchase intention.
9.	Lismanizar, & Utami, S. (2018).	Pengaruh Keamanan Pangan, Kesadaran Kesehatan, Nilai Yang Dirasakan Dan Harga Terhadap Niat Beli Makanan Cepat Saji Pada Konsumen KFC Di Kota Banda Aceh.	Food Safety. Health Consciousness, Perceived Value, Price, and Purchase Intention	The outcomes demonstrated a favorable and significant impact of price, perceived value, food security, and health awareness on purchasing intention.

Table 2.1
Previous Research (Continued)

10.	Lam, A. Y., Lau, M. M., & Cheung, R. (2016).	Modelling the relationship among green perceived value, green trust, satisfaction, and repurchase intention of green products.	Green Perceived Value, Satisfaction, Green Trust, and Green Repurchase Intention	The findings of the study showed that green trust and satisfaction mediate the relationship between perceived green value and intention to repurchase. The study's findings also showed that perceived value, green trust, and satisfaction are the main influences on consumers' decisions to repurchase green products.
11.	Asti, W. P., Handayani, P. W., & Azzahro, F. (2021).	Influence of Trust, Perceived Value, and Attitude on Customers' Repurchase Intention for E-Grocery	Perceived Price Fairness, Efficiency, Product Excellence, Service Excellence, Health Consciousness, Online Shopping Satisfaction, Perceived Value, Trust, Attitude, and Repurchase Intention	Trust in e-grocery, perceived value, and attitude are factors that influence users' repurchase intentions for e-grocery applications, according to the results of data processing and analysis.
12.	Tan, H. (2019).	Pengaruh Perceived Value Terhadap Repurchase Intention Melalui Customer Satisfaction Sebagai Variabel Intervening Pada Shopee	Perceived Value, Customer Satisfaction, and Repurchase Intention	The study showed that perceived value has a favorable and significant impact on repurchase intention at Shopee. Additionally, Shopee customers' intention to make another purchase has a positive and significant impact on their overall satisfaction.
13.	Hutami, N. D., Priyatama, A. N., & Satwika, P. A. (2020).	Kepuasan Konsumen dan Intensi Pembelian Ulang Produk Kue Artis pada Mahasiswa	Consumer Satisfaction and Repurchase Intention	According to the analysis's findings, there was a significant correlation between customer satisfaction and intention to repurchase (p .05). The findings indicated that the likelihood of returning to buy a celebrity cake product increased with customer satisfaction.

Table 2.1
Previous Research (Continued)

14.	Thanki, H., Shah, S., Oza, A., Vizureanu, P., & Burduhos-Nergis, D. D. (2022)	Sustainable Consumption: Will They Buy It Again? Factors Influencing the Intention to Repurchase Organic Food Grain	Willingness To Pay, Health Consciousness, Attitude, Past Experience, Trust, and Repurchase Intention	The results show that attitudes and repurchase intention are positively influenced by health consciousness and prior experience. Customers' willingness to buy more organic grain is motivated by the trust they have developed in the product as a result of prior transactions. The tendency to repurchase is influenced and controlled by the willingness to spend a considerable amount. Both the relationship between past experience and repurchase intention and the association between health consciousness and repurchase intention are partially mediated by attitude. The willingness to pay serves as a partial intermediary between health consciousness and the desire to repurchase.
15.	Satriandhini, M., Wulandari, S. Z., & Suwandari, L. (2020).	The Effect of Perceived Value and Service Quality on Repurchase Intention Through Go-Food Consumer Satisfaction: A Study on The Millennial Generation	Perceived Value, Service Quality, Consumer Satisfaction, and Repurchase Intention	The findings indicated that: 1. Perceived value has a positive and significant effect on consumer satisfaction; 2. Service quality has a positive and significant impact on consumer satisfaction; 3. The perceived value has a positive and significant impact on repurchase intention; 4. Service quality has a positive and significant impact on repurchase intention; and 5. Consumer satisfaction has a positive and significant impact on repurchase intention.

2.3. Relationship Among Variables

2.3.1. Health Consciousness and Repurchase Intention

One of the main causes of people's increased interest in green products is health consciousness. Most of the time, customers are more concerned with their health than other factors, such as their diet and environment, which encourages them to improve their lifestyles by buying organic food (Hassan, Yee, & Ray, 2015). In the same way that green products support a better lifestyle, it is well recognized that organic food is healthier than processed food. Products that are considered to

be safer and healthier for both the environment and the consumer typically provide greater results. Prior research has shown, according to Jansri and Marimuthu (2015), that consumers who are more health concerned are likely to have the same repurchase intention behavior for green products. According to Ahmad, Nadzri, Shaari, Yunus, & Musa, (2019), it showed that health consciousness is directly influenced the repurchase intention. Thanki *et al.*, (2022) also stated that repurchase intention are positively influenced by health consciousness. In light of this, the following theory is put out in this study:

H1: Health Consciousness has a significant impact on Repurchase Intention.

2.3.2. Health Consciousness and Consumer Satisfaction

Health consciousness in this study refers to consumers' emphasis on healthy habits (Baker & Crompton, 2000). Customers that are highly health concerned seek to preserve and improve their health and quality of life (Kraft & Goodell, 1992; Newsom, *et al.*, 2005; Plank & Gould, 1990). Consumers who are concerned about their health look for information and buy goods and services connected to their wellbeing (Kraft & Goodell, 1992). The impact of health consciousness on customers' decisions about services and goods was discussed by Hallab, Yoon, and Uysal in 2003. In reality, several beneficial features (nutritional values, taste, culinary appeal, and texture) are regularly used to boost customer preference for organic products, resulting in high levels of consumer satisfaction. Attitudinal qualities were recognized as a key feature of customer satisfaction by Ajzen and Fishbein (2005); Tarkiainen and Sundqvist (2005), emphasizing the importance of elements such as norms, motivations, and intents. Thus, while a consumer is browsing food options, nutritional and beneficial features might elicit favorable sensations; this is because the product is better recognized and simpler to recall (Harper and Makatouni 2002). Another study by In-Sil, Ji-Young, Soon-Jeong, & Hyun-Jung, (2015) indicate that the health consciousness has a positively impact to satisfaction. Study by Lee, J. H. (2017) showed that health consciousness had a significant relationship to customer satisfaction. As a result, the following hypothesis is offered in this study:

H2: Health Consciousness has a significant impact on Consumer Satisfaction.

2.3.3. Perceived Value and Consumer Satisfaction

Perceived value is one of the components of overall consumer satisfaction and is included in the consumer satisfaction index model, according to Joseph, Chiao, and Tai (2005). Customers typically utilize intrinsic cues (the results of service delivery) and extrinsic cues (the components of complementary services) as a reference since consumer assessments of the quality of goods and services as a whole on the superiority of a service or product are inconsistent. The findings of Malik (2012) study demonstrate that perceived value has a favorable impact on consumer satisfaction. Customers should report feeling highly satisfied with a product if they view its perceived worth to be high and it exhibits good quality that appeals to their emotional side. Besides that, Nugraha, & Wiguna, (2021) showed that perceived value positively influence satisfaction. Satriandhini *et al.*, (2020) also indicate that perceived value has a positive and significant effect on Consumer satisfaction. In light of this, the following theory is put out in this study:

H3: Perceived Value has a significant impact on Consumer Satisfaction.

2.3.4. Perceived Value and Repurchase Intention

The functional value is regarded as one of the major drivers for satisfying consumers' needs and desires where it is the fundamental reason why a product is made, according to Alan, Dursun, Kabadayi, Aydin, & Anlagan (2016). The likelihood of a repeat purchase is very high if the functional value of a certain product manages to satisfy the consumers. For a purchase intention, a product's quality is more crucial than its perceived value, or price relationship (Jamrozy & Lawonk, 2017; Aziz, Adnan, Afthanorhan, Foziah, Ishak, & Rashid, 2019). This demonstrates that consumers are willing to spend more for a product in order to obtain a level of product quality that is adequate. Additionally, studies have shown that when a product or service's performance, which was partially workable as a functional value, is compromised, consumers' overall satisfaction is at risk since the product or service may no longer fully meet their demands (Lewin and Johnston, 2008). Given that their loyalty to the brand or product has altered as a result of performance adjustments, it is less likely that these customers will have repurchase intentions. Consumers' intent to repurchase is also linked to performance

expectations. For instance, it is evident that when a consumer enjoys their online purchasing experience, they will continue to use the same service since they are happy with it (O. Pappas, G. Pateli, N. Giannakos, & Chrissikopoulos, 2014; Okoli, 2017). De Toni, Eberle, Larentis, & Milan, (2018) support the relationship between perceived value and repurchase intention. The study's findings by Lam, Lau, & Cheung, (2016) also showed that perceived value was the one of the main influences on consumer's decision to repurchase health product. As a result, the following hypothesis is offered in this study:

H4: Perceived Value has a significant impact on Repurchase Intention.

2.3.5. Consumer Satisfaction and Repurchase Intention

Consumer satisfaction was one of the main factors taken into consideration when examining the factors that influence repurchase intention. Customer satisfaction was identified as a driving force behind repeat business, increased interest in other products, and favorable word-of-mouth (Cardozo, 1965). Since then, because numerous studies have demonstrated a positive correlation between customer satisfaction and repurchase intentions, customer satisfaction has come to be regarded as one of the crucial factors for predicting consumers' purchase behavior (Zeithaml, Berry, & Parasuraman, 1996). The term "satisfaction" refers to consumers' expectations for a good or service; if those expectations are met, consumers will be satisfied and likely to make another purchase (Chang & Chou, 2014). Customers are more likely to consider making a second purchase or recommending a product to others if a company can deliver a high-quality good or service that meets or even exceeds their expectations (Kotler, 1999). Marwanto, Welsa, & Kurniawan, (2022) demonstrated that repurchase interest is positively and significantly impacted by consumer satisfaction. In the study by Prayoni & Respati, (2020) finds that customer satisfaction had a favorable and significant impact on decisions to repurchase. A further study by Hutami, Priyatama, and Satwika, (2020) similarly demonstrated a link between consumer pleasure and intention to make another purchase. In light of this, the following theory is put out in this study:

H5: Consumer Satisfaction has a significant impact on Repurchase Intention.

2.3.6. Consumer Satisfaction as the Mediating Variable

According to the literature and available research papers on this topic, being concerned about food quality and safety leads to better levels of satisfaction. Furthermore, perceived real benefits can lead to a higher level of desire for purchasing organic food among customers (Lai and Chen, 2011; Sharma, Moon, Strohbahn, 2014). As a result, health value elements are thought to influence consumer satisfaction. When health and organic nutrition information fulfills customer expectations, consumption rises (Kang, Jun, & Arendt, 2015). Organic food satisfaction is an emotional response that results from an overall assessment of all the characteristics that make up the goods or service; as a result, satisfaction is a reflection of the customer's favorable opinion of the deal (Torjusen, Lieblein, Wandel, and Francis, 2001; Kwok, Huang, and Hu, 2016). In general, satisfied customers are determined to buy the organic food product again.

In accordance with Hossain (2006) research, customer satisfaction has a favorable impact on perceived value, which in turn influences the likelihood of repurchasing. Perceived value is a crucial factor that consumers must take into account because it is a feeling of value that buyers have for themselves and that matches or even exceeds their expectations, making them feel extremely satisfied or satisfied enough to choose to purchase the product at the same store or location. companies in order to satisfy consumers, resulting in long-term, devoted client relationships and purchases from those customers. The earlier study by Tan (2019) supports the final result that there is a mediating impact of Consumer Satisfaction between Perceived Value and Repurchase Intention In light of this, the following theory is put out in this study:

H6: Consumer Satisfaction mediates the relationship between Health Consciousness and Repurchase Intention.

H7: Consumer Satisfaction mediates the relationship between Perceived Value and Repurchase Intention.

2.4. Conceptual Framework

Based on the explanation above, there is a relationship among variables that are considered important to the research. This research uses Health Consciousness

and Perceived Value as the independent variables; Consumer Satisfaction as the mediator; and Repurchase Intention as the dependent variable.

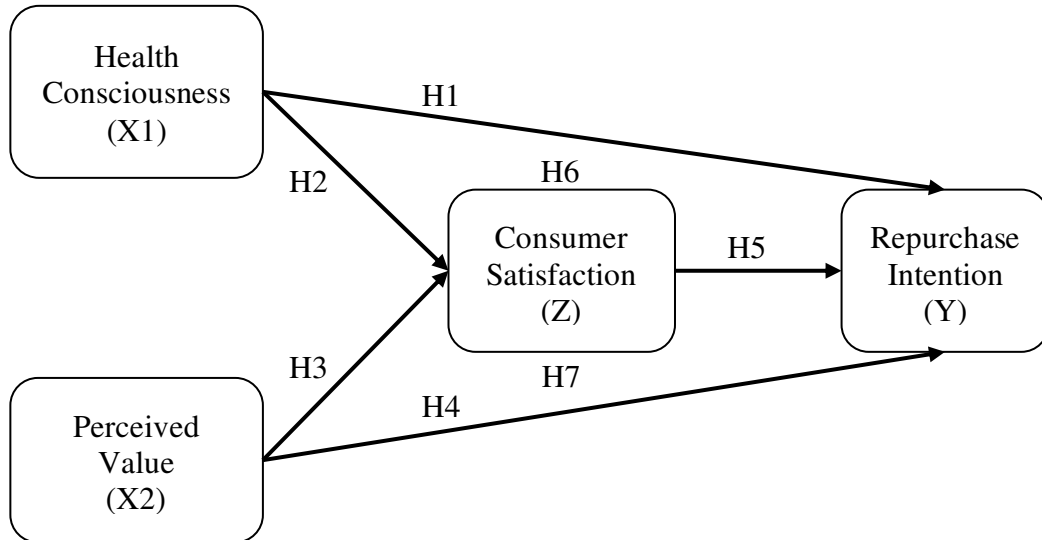


Figure 2.1: Conceptual Framework

2.5. Hypotheses

A hypothesis is a temporary solution to the research problem that is supported by theory or evidence but still has to be validated (Sudaryono, 2019). The following are the hypotheses that are used in this study to address the research questions based on the theoretical framework and description of the interactions between variables:

H1: *Health Consciousness has a significant impact on Repurchase Intention.*

H2: *Health Consciousness has a significant impact on Consumer Satisfaction.*

H3: *Perceived Value has a significant impact on Consumer Satisfaction.*

H4: *Perceived Value has a significant impact on Repurchase Intention.*

H5: *Consumer Satisfaction has a significant impact on Repurchase Intention.*

H6: *Consumer Satisfaction mediates the relationship between Health Consciousness and Repurchase Intention.*

H7: *Consumer Satisfaction mediates the relationship between Perceived Value and Repurchase Intention.*