



The Role of Perceived Value in Mediating the Effect of Store Atmosphere and Service Quality on Repurchase Intention at OB.Second Outlets

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ABSTRAK

The purpose of this study is to examine how customers of OB.Second stores in Cirebon use perceived value to mediate the impact of store atmosphere and service quality on repurchase intention. The fierce rivalry in the thrifting sector and the significance of keeping clients through a satisfying shopping experience serve as the foundation for the research background. This study uses a quantitative methodology, collecting data from 300 respondents who have previously made purchases at OB.Second via a Google Form. SEM-PLS was used to analyze the data using SmartPLS software. The findings show that perceived value is positively and significantly impacted by store atmosphere and service quality. Furthermore, it has been demonstrated that repurchase intention is positively and significantly impacted by perceived value. Other findings show that the store atmosphere and service quality directly affect repurchase intention, but their impact intensifies when mediated by perceived value. The study concludes that enhancing the store's atmosphere and the quality of service can foster a positive perceived value among customers, thereby motivating them to make repeat purchases.

INTRODUCTION

Along with the development of the times, the retail and service industries have continued to grow rapidly, creating increasingly intense competition. This development is closely related to changes in lifestyle and consumption patterns, including in the clothing retail industry. An individual's interest in lifestyle is also closely tied to emerging fashion trends. Fashion refers to styles of clothing and appearance that are popular and trendy in line with contemporary developments.

In general, individuals have different levels of purchasing power in fulfilling the fashion attributes they desire. Each person indeed has different needs and preferences. One popular option among consumers to meet their fashion needs is through thrifting. Thrifting, as defined by Urban Dictionary, is an activity of seeking affordable prices and unique products that are not commonly found in current mainstream fashion trends.

According to information from the Central Statistics Agency (Badan Pusat Statistik/BPS), Indonesia imported 26.22 tons of used clothing in 2023. Compared to 2022, when imports of used goods reached only 8 tons, this data indicates a substantial increase. Thrifting in Indonesia has become highly popular for several reasons, such as the uniqueness and distinctive styles of thrifted items, which are often difficult to find elsewhere. In addition, thrifting can reduce dependence on fast fashion, which frequently contributes to environmental problems, particularly textile waste.

Despite the increasing demand for thrifted products, competition within the industry has also intensified. Many thrift stores have emerged, each offering its own uniqueness and strategies. One thrift store that continues to exist in Cirebon is OB.Second. OB.Second is one of the outlets selling well-known second-hand clothing in Cirebon. Currently, OB.Second attracts a considerable number of consumers, which has encouraged the researcher to conduct a study at OB.Second.

Repurchase intention in the future refers to an implicit commitment to oneself to repurchase the same product. This is particularly important because companies seek to increase sales of specific products in order to maximize profits (Vidyanata, D., Sunaryo, & Hadiwidjojo, 2018). Repurchase intention represents a consumer decision-making process that occurs after the purchase of a product (Oktavia & Noviana, 2023).

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The image projected by a store to its customers is strongly influenced by its atmosphere. Customers' psychological responses while they are inside the store help define the overall atmosphere. Even before or immediately after entering a store, many people form opinions about it. Prior to examining products and prices, customers are already able to develop perceptions of a store. Store atmosphere can influence customers' enjoyment of shopping and their willingness to spend time in the store, as well as create a positive impression through well-designed interior and exterior layouts. Such arrangements can affect customers' feelings or moods, which in turn impact customer satisfaction and generate positive effects that lead to consumers' intention to make repeat purchases of products or services whose benefits and quality they have previously experienced.

Perceived value refers to customers' subjective evaluation of the benefits they receive from a product or service relative to the costs or sacrifices they incur. In this context, value does not merely refer to low prices, but also includes comfort, shopping experience, product quality, and service. Perceived value is not interpreted uniformly by all consumers; some perceive value primarily when prices are low, while others perceive value when there is a balance between service quality and price (Chotimah & Dian Wahyudi, 2019; Mulyadi et al., 2020; Novianti & Ramli, 2024; Pratama et al., 2024).

Based on the background described above, this study seeks to further examine *"the role of perceived value in mediating the effect of store atmosphere and service quality on repurchase intention at OB.Second outlets."*

LITERATURE REVIEW

Grand Theory

The Theory of Reasoned Action (TRA) is a prominent framework in social psychology articulated by Sheppard et al. (1988). This theory emphasizes the primary determinants of human behavior and the underlying psychological factors that influence it, namely attitudes toward the behavior and subjective norms. These constructs were originally derived from the theoretical model proposed by Fishbein and Ajzen (1975). TRA was first developed in the 1960s by Fishbein and later refined and expanded through collaborative work with Ajzen during the 1980s. The theory provides a comprehensive explanation of the mechanisms influencing human behavior by describing the relationships among

beliefs, attitudes, subjective norms, behavioral intentions, and actual individual behavior.

Management

According to Henry Fayol (1841–1925), a French industrialist, management is defined as the process of planning, organizing, directing, and controlling activities to achieve an organization’s objectives by utilizing the available organizational resources (Rahminawati, 2023).

In the study by Rahminawati (2023), it is concluded that management can be interpreted as a continuous process that involves specific abilities and skills possessed by an individual to carry out activities, either individually or in groups, in coordinating and utilizing all resources to achieve organizational goals in a productive, effective, and efficient manner.

METHODOLOGY

A quantitative research design is used in this study. Quantitative methods involve the systematic examination of phenomena using empirical data gathered in natural settings, with the researcher acting as the primary instrument (Hardani et al., 2020). Moreover, a descriptive quantitative method is utilized to provide an overview of the respondents’ characteristics and their perceptions of the research variables. This research examines how the store atmosphere (X1) and service quality (X2) influence repurchase intention (Y), with perceived value (Z) acting as a mediator. Thus, this study sets out to investigate how perceived value mediates the relationship between store atmosphere and service quality on the one hand and repurchase intention at OB.Second outlets on the other.

RESEARCH RESULTS

Descriptive Statistical Analysis of Variable Data

The subsequent analysis is descriptive statistical analysis, which aims to provide an overview of the characteristics of the study and to determine the classification of the condition of each variable based on respondents’ perspectives. The formula for the calculation is as follows:

$$\text{Interval} = (\text{Range} - 1) / \text{Number of classes} = (5 - 1) / 5 = 4 / 5 = 0.80$$

Based on the results of the interval calculation, interpretation criteria can be established as presented in the following table:

Table 4.3. Mean Score Interval for All Variables

No	Interval	Criteria
1	1,00 - 1,80	Strongly Disagree
2	1,81 - 2,60	Don't agree
3	2,61 - 3,40	Simply Agree
4	3,41 - 4,20	Agree
5	4,21 - 5,00	Strongly agree

Source: Data processed by the researcher (2025)

Store Atmosphere

The questionnaire results represent the scores obtained for the dimensions in this study and are intended to determine respondents' perceptions of Store Atmosphere (X1). This variable consists of 15 statements with a total of 300 respondents. The assessment of each statement is based on the average (mean) values, as presented in the table below:

Tabel 4. 1. Skor Mean Store Atmosphere

No	Dimensi	Indikator	Mean	Description
1	Spatial	SA.1	4,36	Strongly Agree
2		SA.2	4,51	
3		SA.3	4,31	
4	Sound system	SA.4	4,46	Strongly Agree
5		SA.5	4,39	
6		SA.6	4,47	
7	Smell or aroma	SA.7	4,5	Strongly Agree
8		SA.8	4,44	
9		SA.9	4,27	
10	Tekstur	SA.10	4,26	Strongly Agree
11		SA.11	4,48	
12		SA.12	4,47	
13	Design	SA.13	4,43	Strongly Agree
14		SA.14	4,46	
15		SA.15	4,38	
Grand Mean				4,404
Assessment Category				Strongly Agree

Source: Data processed by the researcher (2025)

The table above shows that respondents' perceptions of the Store Atmosphere variable indicate an ideal result, with all statement indicators receiving a "strongly agree" level. The mean value for the tenth indicator is 4.26, which is the lowest, whereas the second indicator has a mean value of 4.51, which is the highest.

Service Quality

The questionnaire results in this study indicate the scores for each dimension used to identify respondents' perceptions of the Service Quality (X2) variable. This variable consists of 18 statement indicators with a total of 300 respondents. The average (mean) value is used as the basis for assessment to observe the tendency of respondents' answers, as presented in the following table. Overall, these results reflect respondents' perceptions of the service quality provided by the company across various service aspects.

Based on the table above, it can be concluded that respondents' perceptions of the Service Quality (SQ) variable indicate ideal results, with a "strongly agree" level across all statement indicators. The highest mean value of 4.65 is found in indicator SQ.18, while the lowest mean value of 4.21 is found in

indicator SQ.15. Overall, the Grand Mean value of 4.40 indicates that respondents have a very positive perception of the service quality provided by the company.

Perceived Value

The questionnaire results describe the scores for each dimension and indicator used in this study to determine respondents’ perceptions of the Perceived Value (Z) variable. This variable consists of 15 statement indicators with a total of 300 respondents. The assessment of each indicator is conducted by examining the average (mean) values presented in the following table. Overall, these results provide an overview of the extent to which respondents perceive the value they receive from the products or services offered by the company.

Tabel 4. 2. Skor Mean Perceived Value

No	Dimensi	Indikator	Mean	information
1	<i>Emotional Value</i>	PV.1	4,26	Strongly agree
2		PV.2	4,3	
3		PV.3	4,18	
4		PV.4	4,25	
5	<i>Social Value</i>	PV.5	4,21	Agree
6		PV.6	4,29	
7		PV.7	4,23	
8	<i>Quality/Performance Value</i>	PV.8	4,24	Agree
9		PV.9	4,12	
10		PV.10	4,27	
11		PV.11	4,13	
12	<i>Price/Value of Money</i>	PV.12	4,07	Strongly agree
13		PV.13	4,25	
14		PV.14	4,23	
15		PV.15	4,32	
Grand Mean				4,2
Assessment Category				Strongly agree

Source: Data processed by the researcher (2025)

Based on the table above, it can be concluded that respondents’ perceptions of the Perceived Value variable indicate favorable results, with “strongly agree” and “agree” ratings across all dimensions. The highest mean value of 4.32 is found in indicator PV.15, while the lowest mean value of 4.07 is found in indicator PV.12. Overall, the Grand Mean value of 4.20 indicates that respondents perceive the value they receive from the company’s services as high and capable of providing emotional satisfaction as well as value commensurate with the quality received.

Repurchase Intention

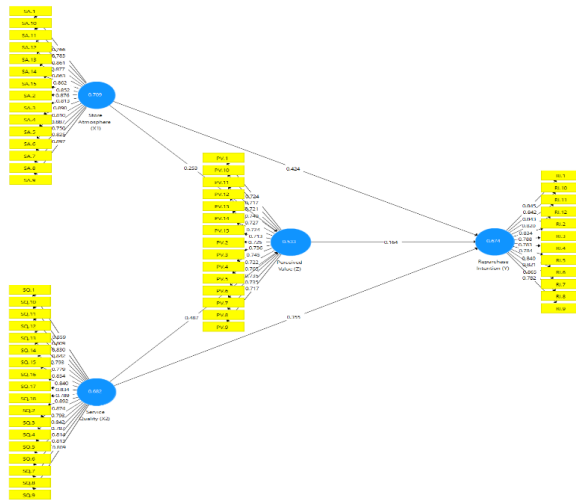
The questionnaire results indicate the scores for each dimension and indicator used in this study to determine respondents’ perceptions of the Repurchase Intention (Y) variable. This variable consists of 12 statement indicators with a total of 300 respondents. The assessment of each indicator is based on the average (mean) values presented in the following table. Overall,

these measurement results provide an overview of the extent to which respondents tend to make repeat purchases of the products or services examined. Evaluasi Model (SEM-PLS)

Measurement Model Evaluation (Outer Model)

The purpose of this testing is to confirm the validity of the questionnaire utilized in the study, which encompasses convergent validity, discriminant validity, and reliability. Below are the outcomes of the validity tests conducted on the statements in the research questionnaire.

Gambar 4. 1. Outer Model



**Validity Test
 Convergent Validity**

The correlation among statement indicators, scores, or estimated score components calculated with SmartPLS 3.0 software is the basis for the validity test employing convergent validity. According to Hair et al. (2021), an indicator is deemed to have a high loading if its correlation is greater than 0.7. Ghozali et al. (2015) state, however, that for studies in the scale development stage, outer loading values of 0.5 to 0.6 are still acceptable. The outcomes of the convergent validity assessment are shown in the table below:

Tabel 4. 3. Nilai Outer Loading Store Atmosphere (X1)

No	Indikator	Value	information
1	SA.1	0,766	Valid
2	SA.2	0,876	Valid
3	SA.3	0,813	Valid
4	SA.4	0,890	Valid
5	SA.5	0,810	Valid
6	SA.6	0,887	Valid
7	SA.7	0,750	Valid
8	SA.8	0,825	Valid
9	SA.9	0,897	Valid
10	SA.10	0,783	Valid
11	SA.11	0,861	Valid

12	SA.12	0,877	Valid
13	SA.13	0,863	Valid
14	SA.14	0,862	Valid
15	SA.15	0,852	Valid

Source: Data processed by the researcher (2025)

Based on the data presented in the table of convergent validity test results for the Store Atmosphere variable above, it shows that each indicator has an outer loading value greater than 0.7. Therefore, all 15 statement indicators can be considered appropriate and valid for measuring the store atmosphere variable.

Tabel 4. 4. Nilai Outer Loading Service Quality (X2)

No	Indikator	Value	Information
1	SQ.1	0,859	Valid
2	SQ.2	0,892	Valid
3	SQ.3	0,874	Valid
4	SQ.4	0,793	Valid
5	SQ.5	0,842	Valid
6	SQ.6	0,787	Valid
7	SQ.7	0,814	Valid
8	SQ.8	0,813	Valid
9	SQ.9	0,809	Valid
10	SQ.10	0,809	Valid
11	SQ.11	0,830	Valid
12	SQ.12	0,842	Valid
13	SQ.13	0,793	Valid
14	SQ.14	0,779	Valid
15	SQ.15	0,854	Valid
16	SQ.16	0,840	Valid
17	SQ.17	0,834	Valid
18	SQ.18	0,789	Valid

Source: Data processed by the researcher (2025)

Based on the data presented in the table of convergent validity test results for the Service Quality variable above, it shows that each indicator has an outer loading value greater than 0.7. Therefore, all 18 statement indicators can be considered appropriate and valid for measuring the service quality variable.

Tabel 4. 5. Value Outer Loading Perceived Value (Z)

No	Indikator	Value	Information
1	PV.1	0,724	Valid
2	PV.2	0,725	Valid
3	PV.3	0,736	Valid
4	PV.4	0,745	Valid
5	PV.5	0,722	Valid
6	PV.6	0,765	Valid
7	PV.7	0,735	Valid
8	PV.8	0,735	Valid
9	PV.9	0,717	Valid

10	PV.10	0,717	Valid
11	PV.11	0,721	Valid
12	PV.12	0,740	Valid
13	PV.13	0,727	Valid
14	PV.14	0,724	Valid
15	PV.15	0,713	Valid

Source: Data processed by the researcher (2025)

Based on the data presented in the table of convergent validity test results for the Perceived Value variable above, it shows that each indicator has an outer loading value greater than 0.7. Therefore, all 15 statement indicators can be considered appropriate and valid for measuring the perceived value variable.

Tabel 4. 6. Value Outer Loading Repurchase Intention (Y)

No	Indikator	Value	Information
1	RI.1	0,845	Valid
2	RI.2	0,834	Valid
3	RI.3	0,788	Valid
4	RI.4	0,783	Valid
5	RI.5	0,784	Valid
6	RI.6	0,840	Valid
7	RI.7	0,821	Valid
8	RI.8	0,865	Valid
9	RI.9	0,782	Valid
10	RI.10	0,842	Valid
11	RI.11	0,843	Valid
12	RI.12	0,820	Valid

Source: Data processed by the researcher (2025)

The data in the table of convergent validity test results for the Repurchase Intention variable above indicate that every indicator's outer loading value exceeds 0.7. Consequently, all 12 statement indicators can be deemed suitable and valid for assessing the repurchase intention variable. Another way to perform validity testing is to look at the Average Variance Extracted (AVE). An AVE value is deemed acceptable if it exceeds 0.5. The AVE values for all variables in this study meet the required validity standards, as observed from Table 4.12.

Tabel 4. 7. Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)	Information
Store atmosphere	0,709	Valid
Service quality	0,682	Valid
Perceived value	0,533	Valid
Repurchase intention	0,674	Valid

Source: Data processed by the researcher (2025)

Validitas Diskriminan (*Discriminant Validity*)

To guarantee that each latent construct is both conceptually and empirically distinct from the others, discriminant validity is evaluated. In this study, the heterotrait-monotrait (HTMT) ratio is used as the standard for assessing discriminant validity. An HTMT value of less than 0.90 suggests that discriminant validity is adequate. Table 4.13 contains the HTMT results for all constructs.

Tabel 4. 8. Discriminant Validity (Heteroit-Monotrait Ratio (HTMT))

	<i>Perceived value</i>	<i>Repurchase intention</i>	<i>Store atmosphere</i>	<i>Service quality</i>
Perceived value				
Repurchase intention	0,720			
Store atmosphere	0,675	0,842		
Service quality	0,720	0,840	0,833	

Source: Data processed by the researcher (2025)

The HTMT values of all variables are acceptable, as they comply with the criterion of being below 0.90, as shown in the table above. In addition, the Fornell-Larcker criterion indicates that one should compare the square root of each construct's AVE with its correlations with other constructs. Good discriminant validity for a construct is indicated by the square root of its AVE exceeding 0.70 and being greater than its correlations with other constructs. The Fornell-Larcker values are shown in Table 4.14.

Tabel 4. 9. Discriminant Valirity (Fornell Larcker Criterion)

	<i>Perceived value</i>	<i>Repurchase intention</i>	<i>Store atmosphere</i>	<i>Service Quality</i>
Perceived value	0,730			
Repurchase intention	0,684	0,821		
Store atmosphere	0,648	0,818	0,842	
Service Quality	0,692	0,812	0,811	0,826

Source: Data processed by the researcher (2025)

The data in the table above shows that the square root of the AVE for perceived value is 0.730, for repurchase intention it is 0.821, for store atmosphere it is 0.842, and for service quality it is 0.826. Therefore, it can be concluded that the square root of the AVE value for each variable exceeds its inter-construct correlation values or is greater than 0.70. Consequently, in accordance with the Fornell-Larcker criterion, the assessment of discriminant validity for all variables is deemed satisfactory or valid.

Reliability Test

The purpose of the reliability test is to assess the measurement model and determine if an instrument's indicators consistently yield accurate measurement results. A construct is deemed reliable when the values of composite reliability and Cronbach's alpha exceed 0.70. Below is a table showing the results of the reliability testing:

Table 4.15. Results of Cronbach's Alpha and Composite Reliability Calculations

Variabel	Cronbach's alpha	Composite reliability (rho_c)	Information
Perceived value	0,937	0,945	Reliabel
Repurchase intention	0,956	0,961	Reliabel
Store atmosphere	0,970	0,973	Reliabel
Service quality	0,972	0,975	Reliabel

Source: Data processed by the researcher (2025)

It is known that the Cronbach's alpha values for the perceived value variable are 0.937, for the repurchase intention variable 0.956, for the store atmosphere variable 0.970, and for the service quality variable 0.972. Therefore, all variables can be considered reliable or accurate with good reliability. Furthermore, the composite reliability values for the perceived value variable are 0.945, for the repurchase intention variable 0.961, for the store atmosphere variable 0.973, and for the service quality variable 0.975, indicating that all variables are reliable and exhibit good measurement accuracy.

Estimate for Path Coefficients

Path coefficients, known as the estimate for path coefficients, indicate the direction and relationship between variables in the research model. The criteria used include the original sample coefficient (O), which indicates a direct relationship when positive and an inverse relationship when negative.

Tabel 4. 10. Estimate for Path Coefficient

	Original sample (O)	Sample mean (M)	Information
Store Atmosphere → Perceived Value	0,253	0,252	positive
Service Quality → Perceived Value	0,487	0,484	positive
Perceived Value → Repurchase Intention	0,164	0,165	positive
Store Atmosphere → Repurchase Intention	0,424	0,433	positive
Service Quality → Repurchase Intention	0,355	0,345	positive
Store Atmosphere → Perceived Value → Repurchase Intention	0,041	0,042	positive
Service Quality → Perceived Value → Repurchase Intention	0,080	0,080	positive

Source: Data processed by the researcher (2025)

The results of the path coefficient (original sample) test indicate that all relationships between variables are positively directed. The coefficient value for the effect of Service Quality on Perceived Value is 0.487, which is the highest value. In contrast, the indirect effect of Store Atmosphere on Repurchase Intention through Perceived Value has a coefficient value of 0.041, making it the

lowest. The results suggest that all variables affect one another positively, with Service Quality and Store Atmosphere improvements tending to boost customers' Perceived Value and Repurchase Intention.

Hypothesis Testing

This study carries out hypothesis testing by looking at both direct and indirect effects. Direct effects evaluate how independent variables influence both dependent and mediating variables, while indirect effects assess the impact of independent variables on the dependent variable via the mediating variable. Hypotheses are evaluated based on the probability (p-value) and t-statistic values. A hypothesis is deemed statistically significant at a 5% significance level if the p-value falls below 0.05. At a significance level of 5%, the critical t-value is 1.96. The alternative hypothesis (H_a) is accepted and the null hypothesis (H₀) is rejected when the t-statistic surpasses 1.96 and the p-value falls below 0.05.

Tabel 4. 11. Estimate for Path Coefficient

Hipotesis	<i>Original sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P-values</i>	Information
Store Atmosphere → Perceived Value (H1)	0,253	3,189	0,002	accepted
Service Quality → Perceived Value (H2)	0,487	6,145	0,000	accepted
Perceived Value → Repurchase Intention (H3)	0,164	3,232	0,001	accepted
Store Atmosphere → Repurchase Intention (H4)	0,424	6,573	0,000	accepted
Service Quality → Repurchase Intention (H5)	0,355	4,883	0,000	accepted
Store Atmosphere → Perceived Value → Repurchase Intention (H6)	0,041	1,989	0,047	accepted
Service Quality → Perceived Value → Repurchase Intention (H7)	0,080	2,963	0,003	accepted

Data processed by the researcher (2025)

Based on the data presented in Table 4.20, the results of hypothesis testing are as follows:

- 1) H1: The store atmosphere (X1) has a direct effect on perceived value (Z) that is both significant and positive. The coefficient value of the original sample (O), as illustrated by the results in the table above, is positive (0.253). This signifies a positive and statistically significant relationship between X1 and Z, as evidenced by a T-statistic value of 3.189 (> 1.96) and a p-value of 0.002 (< 0.05). Thus, the outcome for H1 is accepted.
- 2) H2: The perceived value (Z) is positively and significantly directly influenced by service quality (X2). The coefficient value or original sample (O) is positive (0.487), indicating a significant and positive

- relationship between X2 and Z, as evidenced by a T-statistic of 6.145 (> 1.96) and a p-value of 0.000 (< 0.05). Therefore, H2 is accepted.
- 3) H3: The perceived value (Z) has a significant and positive direct effect on the intention to repurchase (Y). The results demonstrate a positive coefficient value for the original sample (O) of 0.164, which signifies a significant positive relationship between Z and Y, as evidenced by a T-statistic of 3.232 (> 1.96) and a p-value of 0.001 (< 0.05). H3 is thus accepted.
 - 4) H4: The store atmosphere (X1) has a significant and positive direct effect on the intention to repurchase (Y). The outcomes demonstrate a positive coefficient value for the original sample (O) of 0.424, indicating a significant positive correlation, as evidenced by a T-statistic of 6.573 (> 1.96) and a p-value of 0.000 (< 0.05). Therefore, H4 is accepted.
 - 5) H5: Service quality (X2) has a significant and positive direct effect on the intention to repurchase (Y). The results show that the coefficient value or original sample (O) is positive (0.355), signifying a significant positive relationship, as evidenced by a T-statistic of 4.883 (> 1.96) and a p-value of 0.000 (< 0.05). Hence, H5 is accepted.
 - 6) H6: Repurchase intention (Y) is positively and significantly impacted by store atmosphere (X1) through perceived value (Z). The findings demonstrate that the first sample coefficient (O) is positive (0.041), suggesting that the store environment improves perceived value, which raises the intention to repurchase. With a T-statistic value of 1.989 (> 1.96) and a p-value of 0.047 (< 0.05), this association is likewise statistically significant. H6 is therefore approved.
 - 7) H7: Repurchase intention (Y) is positively and significantly impacted by service quality (X2) through perceived value (Z). The findings reveal that service quality enhances perceived value, which in turn raises repurchase intention, with the original sample coefficient (O) being positive (0.080). With a p-value of 0.003 (< 0.05) and a T-statistic value of 2.963 (> 1.96), this link is statistically significant. H7 is therefore approved.

DISCUSSION

Based on the results of the study above, the following discussion is presented:

The Effect of Store Atmosphere on Perceived Value

The study's findings show that Perceived Value (Z) is positively and significantly impacted by Store Atmosphere (X1). The hypothesis is accepted, as shown by an Original Sample (O) value of 0.253, a t-statistic of 3.189, and a p-value of 0.002 (< 0.05). This positive correlation value implies that OB. Second consumers' perceptions of the outlet's merchandise and shopping experience are positively correlated with the store's atmosphere. Customers' opinions of the overall worth of their shopping experience are therefore greatly influenced by the environment of the business.

The Effect of Service Quality on Perceived Value

With an Original Sample (O) value of 0.487, a t-statistic of 6.145, and a p-value of 0.000, the research findings demonstrate that Service Quality (X2) has a positive and substantial impact on Perceived Value (Z), indicating that the hypothesis is accepted. This coefficient value is in the upper range, indicating that OB offers higher-quality services. Second, the higher the value that consumers place on the merchandise and the store's shopping experience. This result demonstrates that service-related elements, such as promptness, staff friendliness, facility cleanliness, and responsiveness to customer requests, significantly influence consumers' positive impressions of value.

The Effect of Perceived Value on Repurchase Intention

The study's findings show that Repurchase Intention (Y) is positively and significantly impacted by Perceived Value (Z). The hypothesis is supported based on the Original Sample (O) value of 0.164, the t-statistic of 3.232, and the p-value of 0.001. Customers' perceptions of the items and shopping experience at OB are therefore more valuable. Second, the more likely they are to make additional purchases. This result demonstrates that perceived value is still a crucial component in fostering enduring customer loyalty, even though the coefficient value is not as high as that of other variables.

According to the descriptive data, repurchase intention has an average score (mean = 3.93) in the "agree" category, while perceived value has an average score (mean = 4.20) in the "strongly agree" category. This suggests that the majority of respondents consider the value they receive from purchasing at OB. Second to be comparatively high, which motivates them to make additional purchases there. This result is in line with Kotler and Keller's (2016) assertion that perceived value is the difference between the advantages obtained and the sacrifices made by consumers. The chance of recurrent purchases increases with the perceived benefits. Studies by Zhang et al. also corroborate these findings.

The Effect of Store Atmosphere on Repurchase Intention

With an Original Sample (O) value of 0.424, a t-statistic of 6.573, and a p-value of 0.000, the research findings show that Store Atmosphere (X1) has a positive and substantial effect on Repurchase Intention (Y), supporting the hypothesis. This coefficient value is really high, indicating that customers are more likely to make repeat purchases at OB when they perceive a better store environment. Second. Positive emotional experiences that directly promote client loyalty can be produced by a welcoming and comfortable store environment.

The Effect of Service Quality on Repurchase Intention

With an Original Sample (O) value of 0.355, a t-statistic of 4.883, and a p-value of 0.000, the study's findings demonstrate that Service Quality (X2) has a favorable and significant impact on Repurchase Intention (Y), supporting the hypothesis. This indicates that raising consumers' intentions to make additional purchases is significantly impacted by OB. Second's service quality improvements. Customer loyalty is built on the satisfaction, trust, and pleasant experiences that high service quality fosters.

According to the descriptive data, repurchase intention has an average score of 3.93 and the service quality variable has an average score of 4.40, which

is in the "strongly agree" group. This suggests that consumers generally think highly of OB.Second's service quality and consider it to be a major factor in encouraging them to make additional purchases. Theoretically, this result is consistent with Kotler and Keller's (2016) explanation that providing excellent customer service is essential to increasing customer satisfaction and promoting recurring business. Studies by Xue et al. (2021) and Triani (2025), which discovered that service quality significantly affects repurchase intention because responsive and dependable service fosters strong emotional bonds with clients, further corroborate this conclusion.

The Effect of Store Atmosphere on Repurchase Intention through Perceived Value

With an Original Sample (O) value of 0.041, a t-statistic of 1.989, and a p-value of 0.047, the study's findings show that Perceived Value (Z) can mediate the influence of Store Atmosphere (X1) on Repurchase Intention (Y), supporting the hypothesis. This result indicates that a portion of the effect of store atmosphere on repurchase intention acts through an increase in consumers' perceived value, despite the relatively tiny coefficient value. In addition to having a direct impact on repurchase intention (as shown by the significant H4), a positive store environment also indirectly increases repurchase intention by raising perceived value. Perceived value very slightly increases the impact of shop atmosphere on repurchase intention because the direct effect is still strong. This kind of mediation is known as partial mediation.

The Effect of Service Quality on Repurchase Intention through Perceived Value

With an Original Sample (O) value of 0.080, a t-statistic of 2.963, and a p-value of 0.003, the results show that Perceived Value (Z) mediates the influence of Service Quality (X2) on Repurchase Intention (Y), supporting the hypothesis. This positive and substantial coefficient shows that perceived value plays a role in the relationship between service quality and repurchase intention. To put it another way, higher-quality services increase customers' perceptions of value, which in turn increases their propensity to make additional purchases. This relationship is categorized as partial mediation because service quality has a strong direct impact on repurchase intention (H5). Therefore, rather than being the only channel in the link between service quality and repurchase intention, perceived value acts as a reinforcing element.

Customers view OB.Second's services as excellent and consistent with the value they receive, as evidenced by the high mean scores (4.40 and 4.20) for service quality and perceived value. Kotler and Keller (2016) claim that consumers who think services are worth a lot are more likely to be loyal and make repeat purchases. These results are also in line with research by Octaviani (2024) and Zhang et al. (2021), which highlight how perceived value acts as a psychological link between service quality and intention to repurchase. Put another way, clients are more likely to make repeat purchases if they believe the services they received were valuable.

CONCLUSION

1. **Store Atmosphere (X1) has a positive and significant effect on Perceived Value (Z).** This means that the better the store atmosphere perceived by OB.Second customers, the higher the value they perceive regarding the products and shopping experience at the outlet.
2. **Service Quality (X2) has a positive and significant effect on Perceived Value (Z).** This indicates that the better the service quality provided by OB.Second, the greater the value perceived by customers in terms of products and their shopping experience at the store.
3. **Perceived Value (Z) has a positive and significant effect on Repurchase Intention (Y).** This means that the higher the value perceived by customers regarding products and shopping experiences at OB.Second, the greater their intention to make repeat purchases.
4. **Store Atmosphere (X1) has a positive and significant effect on Repurchase Intention (Y).** This indicates that the better the store atmosphere perceived by customers, the higher their intention to make repeat purchases at OB.Second. A comfortable and pleasant store atmosphere can create positive emotional experiences that directly foster customer loyalty.
5. **Service Quality (X2) has a positive and significant effect on Repurchase Intention (Y).** This means that improvements in service quality at OB.Second have a significant effect on increasing customers' repurchase intention. High-quality service creates satisfaction, trust, and positive experiences, which form the foundation for customer loyalty.
6. **Perceived Value (Z) is able to mediate the effect of Store Atmosphere (X1) on Repurchase Intention (Y).** This indicates that part of the effect of store atmosphere on repurchase intention operates through enhancing customers' perceived value. A favorable store atmosphere not only has a direct impact on repurchase intention, but also indirectly increases repurchase intention through improved perceived value.
7. **The results of the study indicate that Perceived Value (Z) mediates the effect of Service Quality (X2) on Repurchase Intention (Y).** This means that part of the influence of service quality on repurchase intention occurs through perceived value. High-quality service enhances customers' perceived value, which in turn strengthens their intention to make repeat purchases.

SUGGESTION

1. Based on the results of the study, the author provides several recommendations that can serve as considerations for both the company and future research:
2. For the management of OB.Second Cirebon, it is recommended to continuously improve service quality, as it has been proven to have the greatest impact on customers' repurchase intention, both directly and indirectly through perceived value. Efforts to enhance service quality can be carried out through employee training to increase responsiveness and

friendliness, maintaining service consistency, and creating a pleasant and personalized shopping experience for each customer. Furthermore, aspects of store atmosphere should also be maintained and enhanced, considering that an attractive and comfortable store environment has been shown to contribute to the formation of positive customer perceived value. This can be achieved by paying attention to cleanliness, organizing product layouts neatly, providing appropriate lighting, and incorporating decorations that reflect the modern and aesthetic identity of the thrift fashion brand.

3. From an academic perspective, this study shows that perceived value plays a partial mediating role between store atmosphere and service quality on repurchase intention. This means that perceived value strengthens this relationship, but does not eliminate the direct influence of the independent variables on repurchase intention. These findings indicate that perceived value is not only relevant as a mediating variable but also has potential as an independent variable that can directly influence repurchase intention in future research. Thus, these results contribute theoretically by enriching the consumer behavior literature, particularly in the context of the thrift retail industry targeting young consumers.
4. This study has several limitations. First, data were collected cross-sectionally, meaning the results reflect conditions at a single point in time and cannot capture dynamic changes in customer behavior. Second, the study focuses only on a single outlet, OB.Second Cirebon, so the findings cannot yet be generalized to other thrift fashion outlets in different regions with varying consumer characteristics. Therefore, future researchers
5. It is recommended that future research expand the study objects across various regions and include additional variables such as customer satisfaction, brand trust, or customer experience, in order to provide a more comprehensive understanding of the factors influencing repurchase intention in the experience-based retail industry.

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