DUAL-VALUE DYNAMICS IN STREET COFFEE CONSUMPTION: THE MEDIATING ROLE OF CUSTOMER ENGAGEMENT BETWEEN PERCEIVED PRICE FAIRNESS AND SOCIAL EXPERIENCE TOWARD REPURCHASE INTENTION

[1*]**Elfina Okto Posmaida Damanik, [2]Johanes Wilfrid Pagihutan Purba, [3]Purnama Yanti Purba, [4]Hengki Mangiring Parulian Simarmata, [5]Darwin Lie, [6]Nagian Toni**

[1,2]Management, Universitas Simalungun, Pematangsiantar
[3]Universitas Prima Indonesia
[4,5,6]Doctor of Management, Universitas Prima Indonesia, Medan
[1*]e-mail: elfinaopdse83@gmail.com

Abstract: This study examines how perceived price fairness and consumer social experience affect customer engagement and repurchase intention among street coffee consumers in Indonesia. Using a quantitative explanatory approach with Partial Least Squares Structural Equation Modeling (PLS-SEM) on data from 400 respondents, the research identifies a dual-value dynamic between economic fairness and social experience in shaping consumer loyalty. The findings show that price fairness does not significantly influence engagement but directly increases repurchase intention, indicating that transparent pricing builds rational trust and behavioral loyalty. In contrast, consumer social experience strongly enhances both engagement and repurchase intention, confirming that emotional connection and social belonging are the main drivers of repeat behavior. Customer engagement also significantly predicts repurchase intention and mediates the relationship between social experience and loyalty, while its mediating effect between price fairness and loyalty is insignificant. These results demonstrate that engagement functions as a psychological bridge between social interaction and behavioral commitment. The study contributes to understanding consumer loyalty in informal markets and suggests that entrepreneurs should combine fair pricing with interactive, community-based experiences to strengthen customer trust and long-term loyalty.
Keywords: Perceived Price Fairness, Consumer Social Experience, Customer Engagement, Repurchase Intention

Abstrak: Penelitian ini mengkaji bagaimana persepsi kewajaran harga dan pengalaman sosial konsumen memengaruhi keterlibatan pelanggan dan niat pembelian ulang di antara konsumen kopi jalanan di Indonesia. Menggunakan pendekatan penjelasan kuantitatif dengan Partial Least Squares Structural Equation Modeling (PLS-SEM) pada data dari 400 responden, penelitian ini mengidentifikasi dinamika nilai ganda antara keadilan ekonomi dan pengalaman sosial dalam membentuk loyalitas konsumen. Temuan menunjukkan bahwa keadilan harga tidak secara signifikan memengaruhi keterlibatan tetapi secara langsung meningkatkan niat pembelian ulang, yang menunjukkan bahwa penetapan harga yang transparan membangun kepercayaan rasional dan loyalitas perilaku. Sebaliknya, pengalaman sosial konsumen sangat meningkatkan keterlibatan dan niat pembelian ulang, yang menegaskan bahwa koneksi emosional dan rasa memiliki sosial merupakan pendorong utama perilaku berulang. Keterlibatan pelanggan juga secara signifikan memprediksi niat pembelian ulang dan memediasi hubungan antara pengalaman sosial dan loyalitas, sementara efek mediasinya antara keadilan harga dan loyalitas tidak signifikan. Hasil ini menunjukkan bahwa keterlibatan berfungsi sebagai jembatan psikologis antara interaksi sosial dan komitmen perilaku. Penelitian ini memberikan kontribusi untuk memahami loyalitas konsumen di pasar informal dan menyarankan bahwa pengusaha harus menggabungkan harga yang adil dengan pengalaman interaktif berbasis komunitas untuk memperkuat kepercayaan pelanggan dan loyalitas jangka panjang.
Kata Kunci: Keadilan Harga yang Dirasakan, Pengalaman Sosial Konsumen, Keterlibatan Pelanggan, Niat Pembelian Ulang

INTRODUCTION

Consumer behavior in emerging economies has undergone a profound transformation as value perception increasingly extends beyond functional benefits to encompass emotional, social, and experiential dimensions (Pine & Gilmore, 1999). This transformation is particularly visible in Indonesia's street coffee culture, where consumption has shifted from product-centered utility to experience-driven social interaction. Unlike premium coffee chains that emphasize exclusivity and brand status, street coffee vendors operating in open public spaces offer affordable prices and informal social settings that attract younger consumers seeking both economic accessibility and communal belonging. The rapid proliferation of such street coffee microenterprises in Pematangsiantar, a growing mid-sized city in North Sumatra, symbolizes not only a youth-driven creative economy but also a socioeconomic adaptation of urban space for community engagement and identity formation (Walls et al., 2011; Li et al., 2023).

Within this consumption paradigm, two key stimuli, perceived price fairness and consumer social experience, serve as dual-value antecedents shaping customers' psychological and behavioral responses. According to Equity Theory (Adams, 1965) and Perceived Value Theory (Zeithaml, 1988), fairness perceptions arise when consumers feel that the price paid is commensurate with product quality and contextual value. In low-cost consumption settings such as street coffee stalls, price fairness does not merely denote economic rationality but also conveys trust, transparency, and relational justice between sellers and consumers (Ahmed et al., 2022; Hride et al., 2021). Conversely, Experience Economy Theory (Pine & Gilmore, 1999) posits that memorable social encounters such as shared conversations, communal spaces, and emotional resonance constitute core elements of value creation. These social experiences transform ordinary coffee drinking into a shared urban ritual that reinforces belongingness and customer attachment (Busalim et al., 2023; Nadeem et al., 2021).

The interaction of these two value dimensions forms the conceptual foundation of the dual-value dynamics model proposed in this study. From a theoretical perspective, the Stimulus–Organism–Response (S–O–R) framework (Mehrabian & Russell, 1974) provides a robust lens for understanding how external stimuli (price fairness and social experience) activate internal organismic states (customer engagement) that subsequently influence behavioral responses (repurchase intention). Customer engagement, as conceptualized by Brodie et al. (2011) and Hollebeek et al. (2014), captures cognitive, emotional, and behavioral attachment toward a brand or experience. In the context of street coffee consumption, engagement mediates the transformation of rational evaluations (price fairness) and affective stimuli (social experience) into sustained behavioral loyalty (Simbolon & Law, 2022; Vivek et al., 2020).

Empirical evidence from previous research supports this theoretical relationship. Perceived price fairness has been shown to foster satisfaction and trust, thereby enhancing repurchase behavior (Ahmed et al., 2020; Dinanti et al., 2024). Meanwhile, consumer social experience significantly drives emotional engagement and loyalty through social presence, entertainment, and peer interactions (Li et al., 2023; Cheung et al., 2021). Integrating these findings, recent studies have confirmed that customer engagement functions as a critical mediator connecting fairness perceptions and social experiences to loyalty outcomes (Majeed et al., 2022; Busalim et al., 2023). However, most previous research has focused on digital commerce, luxury hospitality, or e-service contexts, leaving a notable gap in understanding offline, low-cost, and socially embedded micro-consumption spaces such as street coffee enterprises.

To address this research gap, this study investigates how perceived price fairness and consumer social experience jointly influence repurchase intention through the mediating role of customer engagement in the street coffee industry in Pematangsiantar, Indonesia. This study is guided by the following key research question: How do economic (price fairness) and social (experience) values interact to drive repurchase behavior through engagement in emerging informal markets?

The main objectives of this study are fourfold:
1. to examine the direct influence of perceived price fairness and consumer social experience on customer engagement;
2. to analyze the impact of customer engagement on repurchase intention;
3. to test the mediating effect of customer engagement between price fairness, social experience, and repurchase intention; and

4. to provide practical recommendations for micro-entrepreneurs and policymakers on improving consumer loyalty strategies through the integration of social and economic value.

This study also acknowledges methodological limitations, including the use of cross-sectional design and self-reported data, which may restrict causal inference. Future studies are encouraged to adopt longitudinal or mixed-method approaches to capture the evolving nature of consumer experience in informal markets.

By embedding the Pematangsiantar street coffee phenomenon within the integrated theoretical frameworks of Equity Theory, Experience Economy Theory, Theory of Planned Behavior (Ajzen, 1991), and the S–O–R model, this study advances the understanding of engagement mechanisms in low-cost, socially immersive consumption contexts. It extends customer engagement theory into a dual-value perspective, combining economic fairness and social experience as simultaneous drivers of behavioral loyalty. Moreover, it provides novel empirical evidence that inclusive pricing and socially engaging experience design can enhance sustainable consumer relationships and strengthen community-based microenterprises in Indonesia's growing urban economy.

LITERATURE REVIEW
Theoretical Foundations and Conceptual Background

A considerable amount of literature has been published on consumer behavior, perceived value, and customer engagement across various domains. However, relatively few studies have explored how economic fairness and social experience jointly shape engagement and loyalty in informal, low-cost consumption settings, such as the street coffee enterprises of Pematangsiantar, Indonesia.

This study builds upon three key theoretical foundations: Equity Theory (Adams, 1965), Experience Economy Theory (Pine & Gilmore, 1999), and the Stimulus–Organism–Response (S–O–R) Model (Mehrabian & Russell, 1974). Equity Theory posits that consumers evaluate fairness by comparing their perceived input–output ratio (price versus value), and when fairness is achieved, it generates satisfaction, trust, and loyalty (Adams, 1965; Xia et al., 2004). Experience Economy Theory emphasizes that consumers derive value not only from tangible product attributes but also from memorable emotional and social experiences that reinforce behavioral commitment (Pine & Gilmore, 1999). The S–O–R model provides a unifying lens by framing perceived price fairness (PPF) and consumer social experience (CSE) as stimuli that evoke internal affective–cognitive states (customer engagement, CE), leading to behavioral responses (repurchase intention, RI).

This study contributes to theoretical development by integrating these three perspectives into a "dual-value dynamics" framework, merging economic (fairness) and social (experience) value dimensions into a single engagement-based behavioral model. This integration expands engagement theory beyond digital and luxury contexts, emphasizing its relevance in affordable, community-based, and socially embedded consumption practices like Indonesia's growing street coffee culture.

Perceived Price Fairness, Customer Engagement, and Repurchase Intention

Perceived price fairness (PPF) is defined as a consumer's evaluation of whether the price paid for a product or service is justifiable and proportionate to its perceived value (Xia et al., 2004). Rooted in Equity Theory, this construct underlines how fairness perceptions influence satisfaction, trust, and long-term loyalty (Adams, 1965). In microenterprise contexts such as Pematangsiantar's street coffee industry, price fairness extends beyond rational assessment to represent trustworthiness and ethical behavior in the seller–buyer relationship (Ahmed et al., 2022).

Past studies have established that fair pricing enhances emotional and behavioral outcomes. For example, Hride et al. (2021) and Ahmed et al. (2022) argue that equitable prices foster consumer trust and satisfaction, thereby encouraging repurchase decisions. Conversely, Campbell (2015) notes that perceived unfairness can damage relational trust and diminish repeat patronage.

From a theoretical standpoint, perceived price fairness functions both as a rational assessment of value and a moral signal that shapes engagement and loyalty. Fairness perceptions encourage customers to engage cognitively and emotionally with brands that reflect integrity and balance. Therefore, fair pricing not only affects direct behavioural intentions but also fosters greater psychological involvement in the consumption experience.

Based on the literature, it can be concluded that:

H1: There is a significant positive influence of perceived price fairness on customer engagement.

H2: There is a significant positive influence of perceived price fairness on repurchase intention.

Consumer Social Experience, Customer Engagement, and Repurchase Intention

Consumer social experience (CSE) represents the interpersonal, affective, and participatory value consumers derive from shared activities and social interactions during consumption (Li et al., 2023). Rooted in Experience Economy Theory (Pine & Gilmore, 1999), this concept asserts that consumers seek experiences that create emotional connection, social belonging, and symbolic meaning, beyond mere functional benefits. In the context of street coffee consumption in Pematangsiantar, these experiences manifest through informal conversation, collective enjoyment, and cultural identification, transforming the act of drinking coffee into a social ritual.

A substantial body of research highlights that positive social experiences strengthen emotional engagement and behavioral loyalty. Busalim et al. (2023) emphasize that peer interaction enhances affective engagement, while Cheung et al. (2021) demonstrate that consumer-to-consumer and consumer-to-brand interactions reinforce attachment and repurchase intentions. Similarly, Nadeem et al. (2021) identify social experience as a critical driver of value co-creation and emotional bonding.

However, the majority of previous research has centered on digital or structured service contexts, overlooking offline, community-based experiences that play a crucial role in emerging markets. Street coffee settings, for example, operate as social microcosms, allowing consumers to build identity and belonging through routine social exchanges.

This study expands the Experience Economy Theory by demonstrating that social experiences in low-cost, culturally rooted contexts also generate emotional engagement and behavioral loyalty.

Based on the literature, it can be concluded that:

H3: There is a significant positive influence of consumer social experience on customer engagement.

H4: There is a significant positive influence of consumer social experience on repurchase intention.

Customer Engagement and Repurchase Intention

Customer engagement (CE) is widely regarded as a multidimensional construct encompassing cognitive, emotional, and behavioral involvement with a product, service, or brand (Hollebeek et al., 2014). It acts as a psychological bridge that connects perception with behavior. Within the S–O–R framework, engagement represents the organismic response mediating between external stimuli (e.g., fairness and experience) and behavioral outcomes (e.g., repurchase intention) (Mehrabian & Russell, 1974).

Engagement has been shown to transform satisfaction and trust into durable behavioral commitment. Vivek et al. (2020) argue that engaged consumers exhibit stronger advocacy and loyalty behaviors, while Simbolon and Law (2022) emphasize that engagement amplifies emotional connection and behavioral consistency. Furthermore, Busalim et al. (2023) conceptualize engagement as a mechanism that translates experiential stimuli into long-term behavioral intentions.

Theoretically, customer engagement operates as the internal psychological process that converts both emotional and rational stimuli into sustained behavioral loyalty. When consumers are highly engaged, they are more likely to revisit, repurchase, and advocate for the brand.

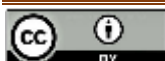Based on the literature, it can be concluded that:

H5: There is a significant positive influence of customer engagement on repurchase intention.

The Mediating Role of Customer Engagement

Within the Stimulus–Organism–Response (S–O–R) framework, customer engagement (CE) serves as a mediating variable that channels the influence of external stimuli—perceived price fairness (PPF) and consumer social experience (CSE)—toward repurchase intention (RI). Engagement reflects both emotional resonance and cognitive involvement, representing how consumers internalize perceived fairness and social connection (Hollebeek et al., 2014).

Numerous studies support this mediational mechanism. Cheung et al. (2021) and Majeed et al. (2022) confirm that engagement mediates the relationship between social experience and loyalty by transforming emotional satisfaction into behavioral consistency. Likewise, engagement has been recognized as the key psychological state that links trust, fairness, and satisfaction with long-term consumer behavior (Busalim et al., 2023).

In informal settings such as the street coffee enterprises of Pematangsiantar, engagement mediates the influence of both social and economic stimuli, suggesting that consumers respond to fairness cognitively but to social experience emotionally. This dual-path mechanism demonstrates that

engagement functions as the integrative mediator linking rational and affective value dimensions to behavioral loyalty.

Based on the literature, it can be concluded that:

H6: Customer engagement mediates the relationship between consumer social experience and repurchase intention.

H7: Customer engagement mediates the relationship between perceived price fairness and repurchase intention.

Conceptual Model and Theoretical Integration

Building on the synthesis of theories and prior literature, this study proposes a Dual-Value Dynamics Model grounded in the Stimulus–Organism–Response (S–O–R) paradigm. In this conceptualization, perceived price fairness (PPF) and consumer social experience (CSE) represent the stimuli, customer engagement (CE) functions as the organismic mediator, and repurchase intention (RI) serves as the behavioral response.

This integrative framework offers three primary theoretical contributions:

1. It extends Equity Theory by recognizing that fairness encompasses cognitive, emotional, and moral dimensions in informal consumption settings.
2. It expands Experience Economy Theory by validating that social experiences in culturally embedded, low-cost environments can evoke engagement comparable to that found in digital or luxury contexts.
3. It enriches engagement theory by demonstrating its mediating function in connecting economic and experiential stimuli to consumer loyalty.

By embedding this framework within the street coffee ecosystem of Pematangsiantar, the study localizes global theoretical perspectives within a culturally meaningful consumption context, advancing understanding of how fairness and social experience jointly drive engagement-based loyalty in emerging markets.

METHOD

This study employed a rigorous quantitative research design to examine the relationships among Perceived Price Fairness (PPF), Consumer Social Experience (CSE), Customer Engagement (CE), and Repurchase Intention (RI) within the context of street coffee enterprises in Pematangsiantar, Indonesia. The research design adhered to international standards for transparency, validity, and replicability in behavioral marketing research. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0, a statistical technique suitable for testing predictive and complex models involving multiple constructs and mediation (Hair et al., 2021).

Research Philosophy and Approach

The philosophical underpinning of this study is positivism, which assumes that social and behavioral phenomena can be measured objectively and explained through causal relationships. Positivism emphasizes quantification, hypothesis testing, and empirical verification (Khan et al., 2019). This stance aligns with the objective of this study—to validate a theoretically derived model grounded in Equity Theory (Adams, 1965), Experience Economy Theory (Pine & Gilmore, 1999), and the Stimulus–Organism–Response (S–O–R) framework (Mehrabian & Russell, 1974). The research adopted a deductive approach, wherein hypotheses (H1–H7) were derived from theory and tested using empirical data obtained through survey responses.

Population, Sample, and Sampling Technique

The population for this study comprised young consumers of street coffee enterprises in Pematangsiantar, Indonesia. These consumers represent an emerging urban market segment characterized by social interaction and price-sensitive consumption patterns. Since the exact population size of street coffee customers was not formally recorded, a purposive sampling technique was employed. This non-probability approach ensured that only respondents familiar with and actively participating in the street coffee consumption experience were included in the study.

Eligibility criteria required respondents to (i) be at least 18 years old, (ii) have visited street coffee stalls at least twice within the past month, and (iii) have made purchase decisions based on both price perception and social experience.

A total of 420 questionnaires were distributed both online and offline between January and March 2025. After data screening and removal of incomplete responses, 400 valid questionnaires were

retained for analysis, yielding a response rate of 95.2 percent. This sample size exceeds the minimum threshold suggested by the "10-times rule" for PLS-SEM, which recommends at least ten times the maximum number of structural paths directed at any construct (Hair et al., 2021). The sample thus satisfies the statistical power required for mediation testing and model validation.

Research Instrument and Measurement Scales

Primary data were collected using a structured questionnaire divided into two sections. The first section captured demographic information (gender, age, education, and frequency of coffee visits). The second section measured the four constructs of the study:

1. Perceived Price Fairness (PPF) was adapted from the validated scales of Xia et al. (2004) and Ahmed et al. (2022), reflecting perceptions of fairness, honesty, and value adequacy in pricing.
2. Consumer Social Experience (CSE) was measured using items derived from Pine and Gilmore (1999) and Busalim et al. (2023), assessing enjoyment, interaction, and sense of belonging during social consumption.
3. Customer Engagement (CE) was operationalized based on Hollebeek et al. (2014) and Vivek et al. (2020), capturing cognitive attention, emotional connection, and behavioral participation in the street coffee experience.
4. Repurchase Intention (RI) was measured using items adapted from Cheung et al. (2021) and Simbolon & Law (2022), reflecting consumers' intention to revisit and recommend their preferred coffee stalls.

All items were rated on a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). A pretest involving 30 respondents was conducted to ensure clarity, reliability, and face validity. Minor wording adjustments were made based on feedback to ensure linguistic precision and contextual relevance to the Pematangsiantar coffee environment.

Data Collection Procedure

Data collection employed a mixed-mode approach. Printed questionnaires were distributed across major street coffee areas such as Sutomo Street, Merdeka Street, and Lapangan Adam Malik, while the online version was disseminated through local community WhatsApp groups and Instagram pages associated with Pematangsiantar's youth coffee culture. Each respondent was informed about the purpose of the study and assured of data confidentiality. Participation was voluntary and anonymous, ensuring compliance with ethical research standards.

Data Analysis Technique

The collected data were analyzed using SmartPLS 4.0 following a two-step analytical procedure as recommended by Hair et al. (2021).

1. **Measurement Model Evaluation**.
   Reliability and validity were examined to confirm the measurement properties of all constructs. Internal consistency reliability was assessed through Cronbach's alpha and composite reliability, both exceeding the acceptable threshold of 0.70. Convergent validity was established through factor loadings greater than 0.70 and Average Variance Extracted (AVE) values above 0.50. Discriminant validity was confirmed using the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio, with HTMT values remaining below the 0.85 benchmark.
2. **Structural Model Evaluation**.
   After validating the measurement model, the structural model was evaluated to test the hypothesized relationships (H1–H7). Path coefficients, standard errors, and significance levels (t-statistics and p-values) were estimated through a bootstrapping procedure with 5,000 subsamples. The model's explanatory power was evaluated using coefficient of determination (R^2) and predictive relevance (Q^2), while effect size (f^2) assessed the contribution of each predictor.

   The mediation effects of customer engagement were examined for both consumer social experience and perceived price fairness, following the guidelines of Zhao, Lynch, and Chen (2010). This allowed for a comprehensive understanding of both direct and indirect effects within the dual-value dynamics framework.

RESULTS AND DISCUSSION
Respondent Characteristics
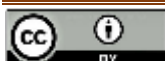
The demographic profile of the 400 student respondents in this study (Table 1) reflects a diverse and representative academic population drawn from several universities across Pematangsiantar City. The gender distribution shows a slightly higher proportion of female respondents (56.0%) compared to male participants (44.0%), suggesting that women may represent a more active group in higher education participation within the city's academic environment.

In terms of age, most respondents fall within the 20–22 years category (48.0%), followed by those aged 23–25 years (24.0%) and ≤19 years (22.0%), while only 6.0% are aged 26 years or older. This distribution aligns with the typical age structure of undergraduate students in Indonesia, who generally begin tertiary education between 18 and 19 years of age.

Regarding academic background, respondents were drawn from eight major faculties, reflecting a multidisciplinary sample. The largest proportion came from the Faculty of Economics (22.0%), followed by Education (20.0%) and Engineering (18.0%), indicating strong participation from both social sciences and technical disciplines. Other faculties such as Law (10.0%), Health Sciences (10.0%), Agriculture (8.0%), Primary School Teacher Education (PGSD) (7.0%), and Forestry (5.0%) also contributed meaningfully, ensuring balanced representation across academic fields

Tabel 1. Respondent Characteristics

| Data	Category	Dimension	N	%
Personal	Gender	Male	176	44.0
		Female	224	56.0
	Age	≤19 years	88	22.0
		20–22 years	192	48.0
		23–25 years	96	24.0
		≥26 years	24	6.0
Academic	Faculty (S1)	Law	40	10.0
		Economics	88	22.0
		Engineering	72	18.0
		Agriculture	32	8.0
		Forestry	20	5.0
		Education	80	20.0
		PGSD	28	7.0
		Health Sciences	40	10.0
Total			**400**	**100.0**

Source: Data processing, 2025

Indicator Reliability and Outer Loadings

Figure 1 and Table 2 show that all reflective indicators of Consumer Social Experience (CSE), Customer Engagement (CE), Perceived Price Fairness (PPF), and Repurchase Intention (RI) exceeded the minimum threshold of 0.70, with loading values ranging from 0.782 to 0.889. These results confirm strong convergent validity and internal consistency (Hair et al., 2021). Customer Engagement (0.827–0.889) recorded the highest loadings, indicating that cognitive, emotional, and behavioral dimensions of engagement were strongly perceived by respondents. This finding supports the Stimulus–Organism–Response (S–O–R) framework (Mehrabian & Russell, 1974), emphasizing engagement as the psychological link between fairness, experience, and repurchase intention.

Indicators of Consumer Social Experience (0.794–0.867) also demonstrated excellent reliability, showing that interaction, community belonging, and shared enjoyment are central to the social value of street coffee consumption. This supports the Experience Economy Theory (Pine & Gilmore, 1999) and aligns with prior studies (Busalim et al., 2023; Nadeem et al., 2021), which affirm that meaningful social experiences foster emotional attachment and engagement. Similarly, Perceived Price Fairness (0.789–0.860) reflected both economic and relational fairness, validating Equity Theory (Adams, 1965) and suggesting that fair pricing serves as a rational stimulus that enhances trust and loyalty (Ahmed et al., 2022).

Finally, Repurchase Intention (0.782–0.869) showed consistently high loadings, capturing consumers' willingness to repurchase, recommend, and revisit, as predicted by the Theory of Planned Behavior (Ajzen, 1991). Overall, all constructs met the standards of reliability and convergent validity,
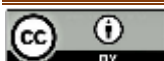
with no indicator below 0.70. The high reliability of CE and CSE reinforces the dual-value perspective, where economic fairness and social experience jointly drive engagement-based loyalty. Although CE4 (0.889) displayed the highest loading, it should be reviewed for potential semantic redundancy. These results confirm that the measurement model is stable and theoretically aligned for subsequent structural analysis
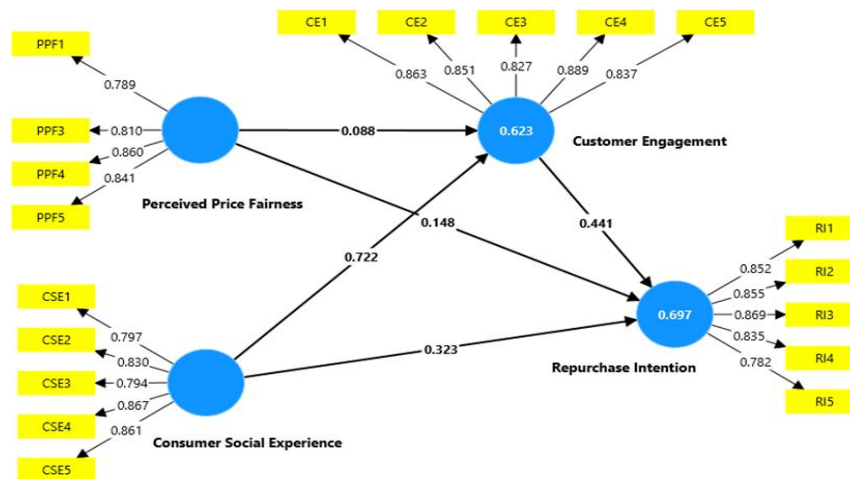

Figure 1. PLS Modeling
Source: Output SmartPLS 4 (2025)

Tabel 2. Outer Loading

	Consumer Social Experience	Customer Engagement	Perceived Price Fairness	Repurchase Intention
CE1		0.863		
CE2		0.851		
CE3		0.827		
CE4		0.889		
CE5		0.837		
CSE1	0.797			
CSE2	0.830			
CSE3	0.794			
CSE4	0.867			
CSE5	0.861			
PPF1			0.789	
PPF3			0.810	
PPF4			0.860	
PPF5			0.841	
RI1				0.852
RI2				0.855
RI3				0.869
RI4				0.835
RI5				0.782

Source: Output SmartPLS 4 (2025)

Construct Reliability and Validity

The construct reliability and validity results are presented in Table 3. Following the recommended thresholds by Hair et al. (2021) and Fornell and Larcker (1981), all constructs demonstrated satisfactory levels of internal consistency reliability and convergent validity, confirming the robustness of the measurement model.

Customer Engagement (CE) recorded the highest reliability scores, with a Cronbach's alpha of 0.907, composite reliability (ρc) of 0.931, and Average Variance Extracted (AVE) of 0.728. These values indicate that the indicators of cognitive attention, emotional connection, and behavioral participation consistently reflected the engagement construct. This supports the Stimulus–Organism–

Response (S–O–R) framework, where engagement serves as an internal psychological mechanism linking stimuli (price fairness and social experience) to behavioral outcomes.

Consumer Social Experience (CSE) also showed strong reliability (CA = 0.887; CR = 0.917; AVE = 0.689), confirming that the indicators measuring social interaction, sense of belonging, and collective enjoyment were stable and internally consistent. Similarly, Perceived Price Fairness (PPF) exhibited acceptable reliability (CA = 0.844; CR = 0.895; AVE = 0.682), suggesting that consumers perceived fairness consistently as a reflection of trust and relational justice. The construct Repurchase Intention (RI) demonstrated robust reliability (CA = 0.895; CR = 0.922; AVE = 0.704), validating its representation of consumers' willingness to revisit, recommend, and sustain purchase behavior

Table 3. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Consumer Social Experience	0.887	0.892	0.917	0.689
Customer Engagement	0.907	0.907	0.931	0.728
Perceived Price Fairness	0.844	0.848	0.895	0.682
Repurchase Intention	0.895	0.898	0.922	0.704

Source: Output SmartPLS 4 (2025)

Model Fit

Model fit was evaluated using several indices, including SRMR, d_ULS, d_G, Chi-square, and NFI. As presented in Table 4, the SRMR value for both the saturated and estimated models was 0.059, which is below the recommended threshold of 0.08 (Hair et al., 2021). This indicates that the differences between the observed and predicted correlation matrices were minimal, confirming that the proposed measurement structure achieved a good overall model fit. The low SRMR value suggests that the model adequately represents the data obtained from 400 respondents and that the hypothesized relationships are statistically well specified.

The d_ULS and d_G indices recorded identical values for the saturated and estimated models (d_ULS = 0.650; d_G = 0.371), demonstrating the stability and robustness of the structural model. These consistent results imply that the estimated model closely approximated the saturated model, validating that the measurement model exhibits minimal residual differences. The Chi-square statistic (877.147), while relatively large due to the sample size, is not considered a key indicator of model fit in PLS-SEM and is primarily reported for descriptive purposes (Henseler & Fassott, 2010).

Normed Fit Index (NFI) achieved a value of 0.849, which surpasses the minimum acceptable threshold of 0.80 and approaches the ideal range of 0.90, indicating that the model explains a substantial proportion of the variance in the observed data. Collectively, the combination of SRMR = 0.059, d_ULS = 0.650, d_G = 0.371, Chi-square = 877.147, and NFI = 0.849 provides strong evidence that the proposed dual-value dynamics model achieved an acceptable level of fit. These results confirm that the relationships among Perceived Price Fairness, Consumer Social Experience, Customer Engagement, and Repurchase Intention were well represented within the structural model.

Table 4. Model Fit

	Saturated model	Estimated model
SRMR	0.059	0.059
d_ULS	0.650	0.650
d_G	0.371	0.371
Chi-square	877.147	877.147
NFI	0.849	0.849

Source: Output SmartPLS 4 (2025)

Coefficient of Determination (R²)

The explanatory power of the structural model was assessed using the R^2 and adjusted R^2 values, as presented in Table 5. Following the criteria established by Hair et al. (2021), R^2 values exceeding

0.50 indicate a moderate to substantial level of explanatory power, suggesting that the endogenous constructs are well predicted by their respective antecedents.

Customer Engagement (CE) recorded an R² value of 0.623 and an adjusted R² of 0.621, indicating that Perceived Price Fairness (PPF) and Consumer Social Experience (CSE) jointly explained 62.3% of the variance in customer engagement. This demonstrates that both economic and social stimuli exert a strong influence on consumers' psychological involvement, supporting the Stimulus–Organism–Response (S–O–R) framework, where external stimuli (fairness and social experience) shape internal organismic states (engagement).

Repurchase Intention (RI) achieved an R² of 0.697 and an adjusted R² of 0.695, showing that PPF, CSE, and CE collectively explained 69.7% of the variance in consumers' repurchase behavior. This result indicates substantial predictive accuracy and highlights the mediating role of engagement in translating both rational and affective values into behavioral loyalty.

Table 5. R-square

	R-square	R-square adjusted
Customer Engagement	0.623	0.621
Repurchase Intention	0.697	0.695

Source: Output SmartPLS 4 (2025)

Path Coefficients

The structural model was evaluated using path coefficients, t-statistics, and p-values to test the proposed hypotheses (H1–H7). Following Hair et al. (2021), path coefficients greater than 0.20, t-values above 1.96, and $p < 0.05$ were considered statistically significant. The results are presented in Table 6.

The relationship between Consumer Social Experience (CSE) and Customer Engagement (CE) was the strongest and most significant, with $\beta = 0.722$, $t = 13.999$, $p < 0.000$. This confirms that social interactions, sense of belonging, and community participation substantially enhance engagement, supporting the Experience Economy Theory (Pine & Gilmore, 1999). The direct path from CSE to Repurchase Intention (RI) was also significant ($\beta = 0.323$, $t = 4.769$, $p < 0.000$), indicating that social experiences not only foster emotional connection but also directly stimulate loyalty behavior.

The influence of Customer Engagement on Repurchase Intention was likewise significant ($\beta = 0.441$, $t = 6.878$, $p < 0.000$), reinforcing the S–O–R framework (Mehrabian & Russell, 1974), which conceptualizes engagement as the internal organismic state driving behavioral outcomes. In contrast, the path from Perceived Price Fairness (PPF) to Customer Engagement was not significant ($\beta = 0.088$, $t = 1.373$, $p = 0.170$), suggesting that price fairness alone is insufficient to stimulate active engagement. However, PPF had a small but significant direct effect on Repurchase Intention ($\beta = 0.148$, $t = 2.536$, $p = 0.011$), implying that fairness operates primarily through cognitive trust and satisfaction mechanisms rather than affective engagement.

For the mediating effects, CSE → CE → RI was significant ($\beta = 0.319$, $t = 6.090$, $p < 0.000$), confirming engagement as a key psychological mechanism linking social experience to loyalty. Conversely, PPF → CE → RI was not significant ($\beta = 0.039$, $t = 1.305$, $p = 0.192$), suggesting that the emotional pathway dominates over the rational one. Overall, these results validate the Dual-Value Dynamics Model, highlighting that social experience exerts stronger direct and indirect effects on repurchase behavior than price fairness in the context of street coffee consumption

Table 6. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Decision
Consumer Social Experience -> Customer Engagement	0.722	0.721	0.052	13.999	0.000	Accepted
Consumer Social Experience -> Repurchase Intention	0.323	0.319	0.068	4.769	0.000	Accepted
Customer Engagement -> Repurchase Intention	0.441	0.444	0.064	6.878	0.000	Accepted
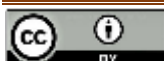
Perceived Price Fairness -> Customer Engagement	0.088	0.090	0.064	1.373	0.170	Rejected
Perceived Price Fairness -> Repurchase Intention	0.148	0.150	0.058	2.536	0.011	Accepted
Consumer Social Experience -> Customer Engagement -> Repurchase Intention	0.319	0.320	0.052	6.090	0.000	Accepted
Perceived Price Fairness -> Customer Engagement -> Repurchase Intention	0.039	0.041	0.030	1.305	0.192	Rejected

Source: Output SmartPLS 4 (2025)

Discussion
The Influence of Perceived Price Fairness on Customer Engagement

The analysis shows that Perceived Price Fairness (PPF) does not significantly affect Customer Engagement (CE) (β = 0.088, t = 1.373, p = 0.170). This finding was unexpected and indicates that, in the context of street coffee microenterprises, fair pricing alone does not create emotional or behavioral engagement. Consumers perceive fair prices as a basic expectation, not as a motivating factor for involvement or loyalty.

This result contrasts with previous studies (Hride et al., 2021; Ahmed et al., 2022), which found that fairness drives trust and engagement in formal or high-value service settings. One possible explanation is that price levels across street coffee vendors are highly homogeneous, making fairness an assumed standard rather than a differentiating factor. In this environment, customers' engagement is primarily influenced by social and experiential interactions rather than economic considerations.

This inconsistency may reflect the boundary of Equity Theory (Adams, 1965) in informal economies. While fairness satisfies cognitive evaluations of justice, it does not automatically elicit emotional connection or active participation. According to the Stimulus–Organism–Response (S–O–R) model (Mehrabian & Russell, 1974), price fairness acts as a rational stimulus but fails to activate the organismic (affective–cognitive) state needed for engagement. It may be hypothesized that engagement arises only when fairness is combined with social value or experiential appeal, as posited by the Experience Economy Theory (Pine & Gilmore, 1999).

This finding suggests that emotional engagement requires more than fair pricing—it depends on social belonging and experiential satisfaction. Theoretically, it refines engagement theory by highlighting economic fairness as a necessary but insufficient condition for engagement in low-cost consumption contexts. Practically, entrepreneurs should focus on creating shared experiences, personalized service, and community interaction to transform transactional fairness into relational engagement.

The Influence of Perceived Price Fairness on Repurchase Intention

The results show a significant positive effect of Perceived Price Fairness (PPF) on Repurchase Intention (RI) (β = 0.148, t = 2.536, p = 0.011). This indicates that fair and transparent pricing enhances consumers' willingness to repurchase, confirming the rational path predicted by Equity Theory (Adams, 1965). When customers perceive price fairness, they interpret it as a sign of trustworthiness, consistency, and ethical behavior, which strengthens behavioral loyalty.

This finding aligns with prior studies (Hride et al., 2021; Ahmed et al., 2022; Campbell, 2015), which demonstrate that perceived fairness generates satisfaction and trust, leading to repeat patronage. It also supports the Stimulus–Organism–Response (S–O–R) model, suggesting that fair pricing acts as a direct behavioral stimulus, influencing repurchase intention without necessarily activating strong emotional engagement.

In contrast to expectations, fairness failed to stimulate engagement but succeeded in shaping purchase behavior. This suggests a dual-value dynamic, where price fairness functions as a cognitive–evaluative mechanism while social experience operates as an affective–emotional mechanism. Together, these two dimensions form complementary routes to loyalty: one through rational satisfaction and the other through experiential connection.
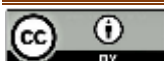
This finding is important because it clarifies how fairness contributes to sustainable consumer behavior in low-cost, trust-based markets. In informal microenterprises like street coffee, where formal guarantees are limited, fair pricing serves as a moral signal of integrity, reinforcing repeat purchases through relational trust rather than affective attachment.

Theoretically, this finding extends the understanding of consumer fairness by showing that economic justice can sustain behavioral loyalty even in non-premium markets. Practically, micro-entrepreneurs should maintain transparent, consistent, and value-based pricing policies to preserve customer trust and retention.

The Influence of Consumer Social Experience on Customer Engagement

The results show a strong and significant positive effect of Consumer Social Experience (CSE) on Customer Engagement (CE) (β = 0.722, t = 13.999, p < 0.001). This indicates that interpersonal interaction and emotional connection are key drivers of engagement in the street coffee context. The finding directly answers the third research question, confirming that consumers' social experiences— such as conversation, shared enjoyment, and community identity—strongly shape their cognitive and affective involvement.

This result aligns with the Experience Economy Theory (Pine & Gilmore, 1999), which asserts that meaningful experiences enhance emotional value beyond functional satisfaction. Consistent with Busalim et al. (2023) and Cheung et al. (2021), the findings show that peer interaction and collective participation strengthen affective engagement. It may be hypothesized that social encounters transform routine consumption into shared experiences, making consumers feel personally connected to the brand or place.

In contrast to digital or luxury contexts examined in earlier research, this study highlights that in informal, community-based markets, engagement stems from social belonging rather than brand prestige. The street coffee setting acts as a micro-social ecosystem where customers co-create value through social interaction, confirming the participatory nature of engagement (Nadeem et al., 2021).

These findings contribute theoretically and practically. Theoretically, they expand the Experience Economy framework by demonstrating that low-cost, culturally rooted experiences can generate strong engagement comparable to premium settings. Practically, entrepreneurs should enhance the social environment—through communal seating, personalized interaction, and inclusivity—to sustain customer attachment.

The Influence of Consumer Social Experience on Repurchase Intention

The results confirm a significant positive effect of Consumer Social Experience (CSE) on Repurchase Intention (RI) (β = 0.323, t = 4.769, p < 0.001). This indicates that customers who experience positive social interaction and collective enjoyment are more likely to repurchase. The finding supports the fourth hypothesis and emphasizes that repurchase decisions are not only rational but also emotionally and socially motivated.

This result is consistent with prior studies by Li et al. (2023) and Busalim et al. (2023), who found that social interactions foster loyalty through emotional attachment and satisfaction. Cheung et al. (2021) similarly demonstrated that consumer-to-consumer interaction increases behavioral intention, as social satisfaction reinforces trust and brand preference. It may be hypothesized that repeated interactions and a sense of community build symbolic meaning, transforming casual visits into habitual loyalty.

This finding supports the dual-value perspective proposed by the integrated Experience Economy and S–O–R model (Mehrabian & Russell, 1974), where CSE functions as both an emotional and behavioral stimulus. Social experience acts as the "stimulus," triggering internal affective responses (belonging, attachment) that lead to behavioral "responses" such as repeat purchases. This indicates that loyalty in informal markets is sustained by emotional gratification and cultural identity rather than economic incentives.

These findings have important implications. Theoretically, they extend loyalty research by validating that social satisfaction can directly predict repurchase behavior even without strong brand differentiation. Practically, street coffee entrepreneurs should invest in social design—creating spaces for interaction and recognition—to turn customers into repeat visitors.

The Influence of Customer Engagement on Repurchase Intention

The results show a significant positive effect of Customer Engagement (CE) on Repurchase Intention (RI) ($\beta = 0.441$, t = 6.878, p < 0.001). This indicates that higher levels of cognitive, emotional, and behavioral engagement significantly increase consumers' intention to repurchase. The finding confirms the fifth hypothesis and reinforces the role of engagement as the psychological bridge between experience and behavior, as conceptualized in the Stimulus–Organism–Response (S–O–R) model (Mehrabian & Russell, 1974).

This finding aligns with the theoretical view of engagement as a multidimensional construct that connects perception with behavioral intention (Hollebeek et al., 2014). Engaged consumers are not only satisfied but also emotionally committed, making them more consistent in their purchasing behavior (Vivek et al., 2020). This indicates that engagement transforms temporary satisfaction into long-term loyalty, reflecting the internalization of brand or experience value.

Findings in this study are consistent with prior research by Simbolon and Law (2022) and Busalim et al. (2023), which demonstrated that customer engagement translates experiential and emotional stimuli into repeat purchase decisions. Similarly, Vivek et al. (2020) observed that engaged consumers exhibit advocacy behaviors, reinforcing both attitudinal and behavioral loyalty. It may be hypothesized that engagement functions as an emotional anchor, converting positive experiences into behavioral commitment and reducing sensitivity to external alternatives.

This result supports the S–O–R perspective, in which customer engagement serves as the "organismic" element that processes stimuli—such as fairness and social experience—into behavioral responses like repurchase intention. The strength of this relationship underscores that engagement is not a passive outcome but an active psychological state that sustains brand interaction and preference over time.

Theoretically, this finding contributes to engagement and loyalty literature by empirically validating that engagement operates as a key mediator transforming both rational and emotional value into behavioral loyalty. It extends prior models by emphasizing engagement's relevance in informal, community-based microenterprises, where relational and emotional bonds replace formal brand structures

The Mediating Role of Customer Engagement between Consumer Social Experience and Repurchase Intention

The findings reveal a significant mediating effect of Customer Engagement (CE) in the relationship between Consumer Social Experience (CSE) and Repurchase Intention (RI) ($\beta = 0.319$, t = 6.090, p < 0.001). This indicates that engagement effectively transmits the influence of social experience on repurchase behavior, confirming that emotional and participatory interactions lead to sustained customer loyalty.

This result aligns with the Stimulus–Organism–Response (S–O–R) framework (Mehrabian & Russell, 1974), in which social experience acts as the external stimulus, engagement as the internal organismic state, and repurchase as the behavioral response. It indicates that emotional connection and interpersonal experience trigger engagement, which, in turn, strengthens behavioral intention. This finding is consistent with previous studies by Cheung et al. (2021) and Majeed et al. (2022), who reported that engagement mediates the effect of social interactions on repeat purchase through emotional satisfaction and trust.

This finding suggests that consumer loyalty in informal and community-based markets is primarily affective rather than transactional. Through routine social exchanges, consumers build relationships that transform into engagement and ultimately influence behavioral outcomes. It may be hypothesized that repeated social interactions generate emotional familiarity, which enhances attachment and leads to habitual repurchase.

Theoretically, this finding expands the Experience Economy Theory (Pine & Gilmore, 1999) by demonstrating that even low-cost and culturally embedded experiences can stimulate engagement-driven loyalty. Practically, micro-entrepreneurs should create socially engaging atmospheres—such as open layouts, familiar customer interactions, and community events—to foster emotional bonds that encourage repeat visits

The Mediating Role of Customer Engagement between Perceived Price Fairness and Repurchase Intention
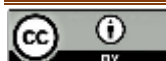
The results show that Customer Engagement does not significantly mediate the relationship between Perceived Price Fairness (PPF) and Repurchase Intention (RI) ($\beta = 0.039$, t = 1.305, p = 0.192). This finding was unexpected and suggests that in the context of low-cost, informal consumption such as street coffee enterprises, fair pricing influences repurchase directly rather than through emotional engagement.

This result partially contradicts earlier studies (Busalim et al., 2023; Cheung et al., 2021), which found that engagement links fairness and loyalty in structured or digital service contexts. It is possible that in informal economies, fairness serves as a cognitive evaluation rather than an emotional driver. Consumers appreciate fair pricing as a sign of reliability and honesty, but it may not evoke sufficient emotional involvement to stimulate engagement.

This inconsistency may be explained by the dual-path model proposed in this study, where fairness operates through a rational–cognitive route while social experience functions through an affective–emotional route. According to Equity Theory (Adams, 1965), fairness satisfies perceptions of justice and value but does not necessarily trigger emotional resonance. Thus, consumers' decisions to repurchase stem from trust and satisfaction rather than psychological engagement.

This indicates that fairness remains a vital antecedent of loyalty but follows a direct behavioral pathway. The S–O–R model supports this interpretation, showing that when stimuli are primarily cognitive (e.g., fair price), they may bypass emotional processing and lead directly to behavioral responses. In contrast, emotional stimuli such as social experience require engagement as an intermediary process.

These findings contribute to the theory by clarifying when engagement mediates and when it does not. They refine the S–O–R framework by highlighting the boundary conditions under which cognitive fairness and affective experience shape behavior differently. Practically, this suggests that micro-entrepreneurs should maintain transparent pricing to preserve repurchase loyalty but cannot rely solely on fairness to build engagement or emotional commitment.

CONCLUTION

From the discussion, the conclusions are:

1. The influence of Perceived Price Fairness on Customer Engagement shows no significant effect, indicating that emotional involvement in street coffee consumption depends more on social experience than on fair pricing.
2. The influence of Perceived Price Fairness on Repurchase Intention is positive and significant, implying that transparent and fair pricing fosters consumer trust and repeat purchase behavior.
3. The influence of Consumer Social Experience on Customer Engagement is strong and significant, demonstrating that interpersonal interaction and shared enjoyment enhance emotional and cognitive engagement.
4. The influence of Consumer Social Experience on Repurchase Intention is positive, meaning that enjoyable social interactions and a sense of belonging encourage consumers to repurchase.
5. The influence of Customer Engagement on Repurchase Intention is significant, confirming that emotionally engaged consumers are more likely to show consistent loyalty and repurchase behavior.
6. The mediating role of Customer Engagement between Consumer Social Experience and Repurchase Intention is significant, suggesting that emotional engagement converts social satisfaction into long-term behavioral commitment.
7. The mediating role of Customer Engagement between Perceived Price Fairness and Repurchase Intention is not significant, indicating that fair pricing affects loyalty directly through rational trust rather than emotional engagement.

Based on the findings, it is recommended that street coffee entrepreneurs focus on enhancing social experiences and emotional engagement rather than relying solely on price competition. Creating interactive spaces, personalized service, and a sense of community can strengthen customer attachment and encourage repeat visits. At the same time, maintaining transparent and consistent pricing policies remains essential to build consumer trust and sustain rational loyalty. Future research should explore longitudinal and cross-cultural approaches to understand how social interaction and engagement evolve over time and across different market settings, providing broader insights into loyalty formation in informal, experience-driven economies.
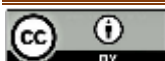
DAFTAR PUSTAKA

Adams, J. S. (1965). Inequity in social exchange. In L. Berkowitz (Ed.), Advances in experimental social psychology (Vol. 2, pp. 267–299). Academic Press. https://doi.org/10.1016/S0065-2601(08)60108-2

Ahmed, R. R., Vveinhardt, J., & Streimikiene, D. (2022). Perceived price fairness, trust, and repurchase intention: Mediating role of customer satisfaction in retail banking. Journal of Retailing and Consumer Services, 67, 102972. https://doi.org/10.1016/j.jretconser.2022.102972

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. Journal of Service Research, 14(3), 252–271. https://doi.org/10.1177/1094670511411703

Busalim, A. H., Ghabban, F., & Hussin, A. R. C. (2023). Customer engagement in online and offline consumption: A systematic review and future research agenda. Journal of Retailing and Consumer Services, 72, 103167. https://doi.org/10.1016/j.jretconser.2023.103167

Campbell, M. C. (2015). When is price fairness socially acceptable? Journal of Marketing Research, 52(2), 255–267. https://doi.org/10.1509/jmr.13.0425

Cheung, C. M. K., Lee, M. K. O., & Jin, X. L. (2021). Customer engagement in social commerce: The role of social experience and trust. Internet Research, 31(1), 115–139. https://doi.org/10.1108/INTR-01-2020-0013

Dinanti, A., Wijaya, T., & Handoyo, S. (2024). The impact of perceived price fairness on satisfaction and repurchase intention in microenterprises. Journal of Small Business Strategy, 34(1), 45–58. https://doi.org/10.53703/JSBS.2024.34.1.45

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. Journal of Marketing Research, 18(1), 39–50. https://doi.org/10.1177/002224378101800104

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). A primer on partial least squares structural equation modeling (PLS-SEM) (3rd ed.). SAGE Publications.

Henseler, J., & Fassott, G. (2010). Testing moderating effects in PLS path models: An illustration of available procedures. In V. Esposito Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), Handbook of partial least squares (pp. 713–735). Springer. https://doi.org/10.1007/978-3-540-32827-8_31

Hollebeek, L. D., Clark, M. K., & Macky, K. (2014). Customer brand engagement: Conceptualization, measurement, and research implications for brand managers. Journal of Service Research, 17(2), 122–140. https://doi.org/10.1177/1094670513511250

Hride, M., Ahmed, R. R., & Streimikiene, D. (2021). Perceived fairness and satisfaction as antecedents of repurchase intention in retail services: A cross-country analysis. Sustainability, 13(19), 10841. https://doi.org/10.3390/su131910841

Khan, S. N., Arshad, M. I., & Mahmud, M. (2019). Positivism and interpretivism paradigms: Understanding philosophical differences in research. Journal of Applied Research, 5(1), 1–9. https://doi.org/10.26773/jar.2019.0101

Latifah, U., Samsuri, S., Junaidi, J., & Yatiningrum, A. (2025). Dampak Lokasi, Harga Dan Fasilitas Terhadap Minat Beli Ulang Cafe Ono Roso. Manajemen: Jurnal Ekonomi, 7(1), 13-27

Li, F., Xu, Y., & Zheng, S. (2023). Consumer social experience and engagement behavior in community-based service contexts. Service Industries Journal, 43(5–6), 356–377. https://doi.org/10.1080/02642069.2023.2171657

Majeed, A., Wu, J., & Zhao, W. (2022). The mediating role of customer engagement between social interaction and loyalty in informal service contexts. Asia Pacific Journal of Marketing and Logistics, 34(9), 2048–2068. https://doi.org/10.1108/APJML-06-2021-0443

Mehrabian, A., & Russell, J. A. (1974). An approach to environmental psychology. MIT Press.

Nadeem, W., Khani, A. H., & Hajli, N. (2021). The role of social experience and co-creation in customer engagement and loyalty: Evidence from emerging markets. Technological Forecasting and Social Change, 168, 120776. https://doi.org/10.1016/j.techfore.2021.120776

Pine, B. J., & Gilmore, J. H. (1999). The experience economy: Work is theatre and every business a stage. Harvard Business School Press.

Simbolon, D. A., & Law, R. (2022). Customer engagement and behavioral loyalty in small-scale hospitality: The role of satisfaction and trust. Journal of Hospitality and Tourism Management, 51, 148–158. https://doi.org/10.1016/j.jhtm.2022.07.004

Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2020). Customer engagement: Exploring relationships between customer participation, value creation, and loyalty. Journal of the Academy of Marketing Science, 48(1), 94–112. https://doi.org/10.1007/s11747-019-00687-1

Walls, A. R., Okumus, F., Wang, Y. R., & Kwun, D. J.-W. (2011). Understanding the consumer experience: An exploratory study of luxury hotels. International Journal of Hospitality Management, 30(1), 10–21. https://doi.org/10.1016/j.ijhm.2010.03.008

Xia, L., Monroe, K. B., & Cox, J. L. (2004). The price is unfair! A conceptual framework of price fairness perceptions. Journal of Marketing, 68(4), 1–15. https://doi.org/10.1509/jmkg.68.4.1.42733

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. Journal of Marketing, 52(3), 2–22. https://doi.org/10.1177/002224298805200302