The Influence of Brand Awareness and Perceived Value on Es Teler Creamy Repurchase Intention

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Competition in the food business is getting tougher, so companies must maintain consumer loyalty, especially for local products such as Es Teler Creamy. This study aims to see how brand awareness and perceived value influence consumer intention to repurchase Es Teler Creamy. In this study, a quantitative method was used with a design that investigates cause-and-effect relationships, involving 45 consumers who had purchased the product at least twice as participants, who were selected in a specific way. Information was collected through questionnaires and examined using multiple linear regression analysis. The results of this study indicate that brand awareness and perceived value have a positive and significant impact, both separately and together, on influencing repurchase intention. Perceived value turned out to be the most powerful factor in influencing consumer decisions to repurchase. From this study, it is recommended that business actors increase their brand awareness with regular promotions and increase perceived value by maintaining product quality and offering reasonable prices according to the benefits received by consumers to increase their loyalty.

Keywords: Brand awareness; Es Teler Creamy; influence; perceived valeu; repurchase intention.

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1. Introduction

The *food* and *beverage* (F&B) sector in the national arena experienced great development after the pandemic, with a contribution of 41.4% to the creative economy's GDP in 2023 (Silitonga et al., 2026). Very tight competition makes business actors have to focus not only on new customer acquisition, but also on customer retention with *repurchase intention* (Agseftama & Kusumawati, 2025). This is especially important for small and medium-sized businesses in the culinary sector, including Es Teler *Creamy*, which competes with big brands and franchises. If small businesses can't build customer loyalty, they may lose customers even though their products are unique. Therefore, this research is needed to find out the factors that affect customers' intention to buy local food products again. The importance of repurchase intention is supported by the *Theory of Planned Behavior* theory which says that intention is the main indicator of actions taken (Purwanto et al., 2022). *Brand Awareness* is the first step in marketing, because customers will not return to buy items they do not recognize or remember (Purbantoro & Sulistyowati, 2026). Meanwhile, *perceived value* is an important consideration for customers when assessing the benefits compared to the sacrifices that must be made Previous research by (Adnan & Sigarlaki, 2025), proves that *brand awareness* and perceived *value* simultaneously affect repurchase intention in modern beverage products with an R^2 number of 0.582. The focus of this research is Es Teler *Creamy*, which is a beverage product made from coconut milk and fruits made by local small and medium-

sized businesses in Sumenep. Figure 1.1 shows visual documentation related to brand identity, product quality, services provided, and the number of customers who come.



(a) Brand Identity



(b) Service Process



(a) Brand Identity



(b) Service Process

Figure 1.1 Documentation of Creamy Ice Cream Research Object Fruit Vinegar

The selection of objects is based on two important reasons. First, Es Teler *Creamy* is an example of a traditional product innovation that has been transformed into more modern to appeal to Gen Z and millennials. Second, these small and medium-sized businesses are experiencing unstable monthly sales issues despite already promoting online, so it needs to be seen if the problem lies in the level of brand awareness or what is perceived as value by consumers.

From initial observations and interviews conducted at the Es Teler *Creamy* Wiwik Buah Sumenep outlet, it was found that the number of visitors was inconsistent every day. The statement from the owner also showed that sales revenue still often fluctuated even though the digital promotional content created did not match the actual number of visits to the outlet. Although many studies on buyback intentions have been conducted, there are still shortcomings in research that need to be addressed. First, a study by (Nugroho et al., 2025), focusing on large or national franchise brands makes the results of the research may not be suitable for small and medium-sized businesses that have limited marketing budgets. In addition, previous research has shown that *brand awareness* in traditional local foods is rarely studied in depth, even though the character is different from *fast moving consumer* products. Because there are shortcomings in the study, this study is very important to provide clear knowledge about how *brand awareness* and *perceived value* affect the context of small and medium businesses.

2. Literature Studies

The literature review in this research examines the theories and concepts underlying the research variables, namely *repurchase intention*, *brand awareness*, and *perceived value.* Understanding each variable as a basis for formulating a conceptual framework and hypothesis.

Repurchase intention

Repurchase intention is defined as the consumer's desire to purchase the same product again at a later time. According to research (Sahgira et al., 2025), *repurchase intention* is the buyer's intention to make

another purchase based on what they experienced before. Another view states that repurchase intention arises when consumers feel satisfied and have a good idea of the brand. This condition is directly related to what was researched, where many consumers (Figure 1.1 d) show that there is a possibility for repurchase intention for Wiwik Buah *creamy* ice teler . Previous research by (Anastasiah, 2020), there are recent beverage products showing that *repurchase intention* is greatly influenced by *brand awareness* and *perceived value*. So, it can be concluded that *repurchase intention* is a behavior that continuously arises due to consumers' positive assessment of the brand and the value they receive.

Brand Awareness

Brand awareness is the level of consumers' capacity to identify and be able to remember *a brand* in the context of a certain type of product. *Brand awareness* is divided into four different levels, namely *tunaware of brand*, *brand recognition, brand recall, and top of mind* (Ningsih & Swarnawati, 2025). *Brand awareness* is very important in the process of making a decision to buy because brands that are easy to remember are usually preferred. In fact, efforts to increase *brand awareness* (Sirait & Evyanto, 2025), Es Teler *Creamy* can be seen from a clear brand identity through banners and color consistency (Figure 1.1a). A study by (Aristawati & Kuswati, 2025), on food MSMEs indicates that brand awareness has a positive effect on repurchase intention, but the effect is not strong if it is not followed by a good consumption experience. It can be concluded that *brand awareness* is the first thing needed for *repurchase intention*, especially for products that were once famous but do not yet have a strong brand memory, such as Es Teler *Creamy* Wiwik Buah.

Perceived Value

Perceived value is a comprehensive evaluation made by consumers about how useful the product is, based on the aspects they receive and what they sacrifice. (Aristawati & Kuswati, 2025) explains that *perceived value* is an exchange interaction between usability and cost perceived by consumers. They also developed *perceived value* into four categories, namely *emotional value, social value, quality value, and price value.* In this study, the quality value can be seen from the appearance of high-quality products with the addition of fresh fruit. Meanwhile, the price value can be seen from the transparency of the affordable price list during the service process. Previous research by (Hidayani & Muhammad Arief, 2023) on *dessert boxes* shows that *perceived value* greatly affects consumer *repurchase intention*. However, the study (Wulandari & Oesman, 2026), obtained different and insignificant results. The inconsistency of these results shows that product context and quality consistency have an impact on *perceived value*. So, *perceived value* is an important consideration to determine whether consumers want to buy again or not.

The framework of this study describes the relationship between variables based on theory and preliminary interview results. *Brand awareness and perceived value* are suspected to affect the *repurchase intention of* Es Teler *Creamy* Wiwik Buah. The framework is visualized as follows:

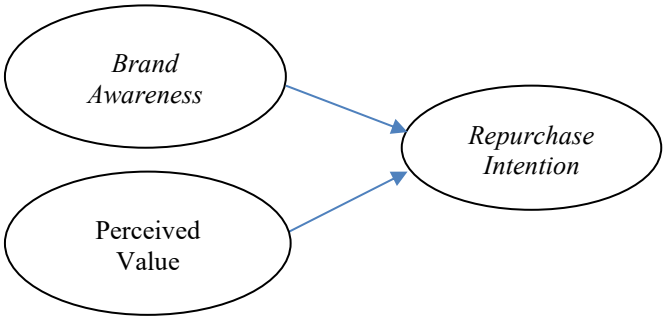


Figure 1.2 Frame of Mind
Source: Author (2026)

Brand awareness is how well consumers can remember and recognize a brand based on the *Theory of Planned Behavior* (Purwanto et al., 2022). When consumers have a strong mind about Es Teler *Creamy* Wiwik Buah, they are more likely to buy again because this brand is the top choice in their minds. This finding is in line with research (Rudiyanto et al., 2025) which indicates that *brand awareness* has a positive and important influence on the *repurchase intention* of beverage products. The higher the consumer awareness of the Es Teler *Creamy* Wiwik Buah brand, the greater their desire to buy again. So, the first hypothesis proposed is:

H1: *Brand awareness* has a positive and very important impact on the intention to buy back Es Teler *Creamy* Wiwik Buah. The perceived value is how consumers assess the overall profitability of the product based on what they get and what they sacrifice (Ibrahim, 2024). In the context of Es Teler *Creamy* Wiwik Buah, *perceived value* includes *emotional value, social value, quality value*, and *price value* felt by consumers. When consumers feel that the value they receive is proportional to or higher than the price and effort they spend, repurchase *intention* will appear. Research by (Achir, 2025) shows that *perceived value* is an important factor that affects customers' intention to repurchase food and beverages that are going viral after the trend begins to decline. From this explanation, the second hypothesis proposed is:

H2: *Perceived value* has a good and important impact on the *repurchase intention of* Es Teler *Creamy* Wiwik Buah. In addition, both *brand awareness* and *perceived value* are also suspected to affect *repurchase intention* at the same time. The combination of a memorable brand and the perception of value from buyers further strengthens the urge to make another purchase. Therefore, the third hypothesis proposed is:

H3: *Brand awareness* and *perceived value* simultaneously have a significant and direct effect on the *repurchase* intention of Es Teler *Creamy* Wiwik Buah.

3. Research Methodology

The approach used in this study is quantitative. The type of research applied is explanatory with the aim of testing the hypothesis (Sugiyono, 2021). The population in this study is all individuals who have purchased Es Teler *Creamy* Wiwik Buah in Sumenep, but the exact amount is unknown. The sampling method used is *purposive sampling* on the condition that respondents must be at least 17 years old and have purchased Es Teler *Creamy* Wiwik Buah at least once (Sugiyono, 2021). Because the population size cannot be known exactly, the sample size is determined based on theory (Jr et al., 2019), where the number of question indicators is multiplied by a minimum constant of 5. This study used 9 question indicators so that a sample of 45 respondents was obtained ($9 \times 5 = 45$). The type of data used in this study is the main data taken directly from respondents through a questionnaire distributed online with *Google Form*. The data analysis technique in this study includes instrument testing which includes validity tests and reliability tests. Furthermore, a classical assumption test was carried out consisting of a normality test, a multicollinearity test, and a heteroscedasticity test. The final stage is hypothesis testing using multiple linear regression analysis, t-test to test partial, F test to test simultaneous influences, and coefficient determination calculation.

4. Results and Discussion

The characteristics of the respondents in this study are presented in Table 1. Based on Table 1, the majority of respondents are female as many as 28 people or 28%, aged 17-25 years as many as 35 people or 35%, and have jobs as students/students as many as 30 people or 30%.

Tabel 1. Respondent Characteristics

Features	Frequency	Percentage (%)
Gender		
Male	17	37,8%
Women	28	62,2%
Age		
17-25 Years	35	77,8%
>25 Years	10	22,2%
Jobs		
Student/Student	30	66,7%
Others	15	33,3%
Total	45	

Source: Primary Data Processing (2026)

Before conducting the hypothesis test, it is to conduct a classical assumption test. Based on the results of the normality test using *the Kolmogorov-Smirnov method, a* Sig. value of 0.200 > 0.05 was obtained. This indicates that the data has been distributed normally. Furthermore, the results of the multicollinearity test showed that the VIF value for *the brand awareness* variable was 1.254 and the perceived value was 1.254 < 10, so that multicollinearity did not occur. Meanwhile, the heteroscedasticity test using the Glejser test produced a Sig. value on both > variables of 0.05 so that the research model was free from heteroscedasticity.

The hypothesis testing stage aims to test the partial or simultaneous influence of the independent variable on the bound variable. The test results are presented in Table 2 and Table 3.

Table 2. T-test Results

Hipotesis	t-count	Say.
H1(Brand AwarnessRepurchase intention→)	3,403	0,001
H2(Perceived ValueRepurchase Intention)→	4,827	0,000

Source: Primary Data Processing (2026)

Referring to table 2, the brand awareness variable obtained a t-calculated value of 3,403 with a Sig. value of 0.001 < 0.05, then H1 was accepted which means *that brand awareness* has a significant impact on *repurchase intention*. The t-calculated value *of the perceived value variable* is 4.827 with a value of Sig. 0.000 < 0.05, then H2 is accepted which means that *the perceived value* has a positive and significant effect on *repurchase intention.*

Tabel 3. F-test Results

Model/Hypothesis	F-Count	Say.
H3(*Brand Awareness & Perceived ValueRepurchase Intention*→	16,042	0,000

Based on Table 3, the F-calculated value is 16,042 with a Sig. value of 0.000 < 0.05, then H3 is accepted which means *that brand awareness* and *perceived value* simultaneously have a positive and significant effect on the *repurchase intention of* Es Teler *Creamy* Wiwik Buah. For qualitative research, results are presented through themes or patterns found from field data

The Influence *of Brand* Awareness on *Repurchase Intention*

The results of the study show that brand awareness has a significant effect on the *repurchase intention of* Es Teler *Creamy* Wiwik Buah. This means that the more people who know the Es Teler *Creamy* Wiwik

Buah brand, the more likely they are to buy again. This is because people who already know and are familiar with the brand feel safer and more confident when they want to buy the same product again, especially for drinks that are trending and depend heavily on the brand in the minds of consumers. This is consistent with a study conducted by (Andriani et al., 2024) on Janji Jiwa coffee products which states that *brand awareness* plays a key role in triggering consumers to return to buy because of the power *of word of mouth* and social media. Other research on the fast food industry also supports this result, where consumers tend to choose the brands they remember the most when they want to buy again. However, these results contradict research (Liando et al., 2023) on herbal beverage products, which showed that *brand awareness* had no effect on *repurchase intention*. This difference may be due to different product characteristics, where herbal drinks are more focused on their benefits than on their brand, while Es Teler *Creamy* Wiwik Buah as a currently popular food and beverage product relies heavily on brand strength and trends in society.

The Effect of Perceived Value on Repurchase Intention

The results of the analysis indicate that *perceived value* has a significant influence on the *repurchase intention of* Es Teler *Creamy* Wiwik Buah.This means that if consumers feel that the benefits they get are proportional to or greater than the price they pay, then they are more likely to want to buy again. Consumers of Es Teler *Creamy* Wiwik Buah believe that the price they pay is appropriate for the portion, taste, and experience they get, so this creates value that makes them loyal. These results are in line with the study (Ibrahim, 2024), which explains that the perceived value is a form of total assessment from consumers about the product. This assessment is based on consumer perception of the benefits received compared to the costs that must be paid. Similar results were also found by (Aprihani, 2022) on local boba products, where functional and emotional value were the main factors for buying again. In contrast to the two studies, a study by (Yolanda et al., 2025) on mineral water products found that *preceived value* had no significant effect. This can be explained because mineral water is an indispensable product with a slight difference, so consumers pay less attention to value and think more about availability, while Es Teler *Creamy* Wiwik Buah is a secondary product whose purchase is greatly influenced by how consumers perceive its value.

5. Conclusion

Referring to the conclusions that have been presented, there are several recommendations that can be given as follows. First, for the owner of Es Teler *Creamy* Wiwik, it is recommended to continue to increase brand awareness through consistent digital marketing strategies, such as creating creative content on TikTok and Instagram, as well as collaborating with *local food vlogger* Sumenep so that the brand is easier to remember by consumers. Second, business owners need to maintain and increase *perceived value* by maintaining taste consistency, providing portions that match the price, and occasionally providing *added value* such as *bundling promos* or free toppings so that consumers feel they get more value. Third, for the next researcher, it is recommended to add other variables that have not been researched in this study such as *brand image, customer satisfaction, or electronic word of mouth,* as well as expand the research area outside Sumenep Regency so that the research results can be generalized more widely. Researchers are then advised to use qualitative methods to delve deeper into the psychological reasons of consumers in making repurchases.

Based on the conclusions that have been explained, here are some suggestions that can be given. First, for the owner of Es Teler *Creamy* Wiwik Buah, it is recommended to continue to increase brand awareness through a fixed online marketing strategy, such as creating interesting content on TikTok and

Instagram, and collaborating with *local food vloggers* in Sumenep so that the brand is easier for consumers to remember. Second, business owners must maintain and increase the perceived value by keeping the taste consistent, providing portions that are in accordance with the price, and occasionally offering added value such as package promos or free toppings, so that consumers feel that they get more. Third, for the next researcher, it is recommended to add other variables that have not been researched in this study, such as brand image, customer satisfaction, or recommendations through social media, as well as expand the research beyond Sumenep Regency so that the results of the research can be applied more widely. Researchers are also advised to use qualitative methods in order to better understand consumers' psychological reasons for making repeat purchases. The implications of this study are divided into two, namely theoretical implications and practical implications.

In terms of theory, the results of this study strengthen the theory *of Theory of Planned Behavior*, especially in the aspect of attitudes towards behavior, where brand awareness and perceived value are proven to make positive attitudes of consumers which ultimately encourage the desire to make a purchase. This research also adds real references in marketing studies, especially for modern *F&B* products in the region. In terms of practice, the findings of this study show culinary MSME actors that to create repurchases, virality alone is not enough. Entrepreneurs must be active in building brand awareness and ensuring that consumers feel the appropriate value from their products. If these two things are done, consumer loyalty will emerge which affects long-term business continuity.

This study has several limitations that need to be considered for future research. First, this study only looks at two things, namely *brand awareness* and *perceived value,* so it cannot explain other factors that may affect *repurchase intention,* such as service quality or trust in the brand. Second, the scope of this study only covers consumers of Es Teler *Creamy* Wiwik Buah in Sumenep Regency, so the results cannot be applied to other regions or other products with different characteristics. Third, the method of collecting data used is only through online questionnaires, so the researcher cannot be sure whether the respondents answered seriously and could not get more in-depth information.

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