

The Influence of Service Quality and Perceived Value on Repurchase Intention through Customer Satisfaction at CV. Andalan Kita Jepara

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Abstract: Fierce competition in the printing and advertising services industry requires companies to be able to retain customers by improving service quality and customer perceived value. This study aims to analyze the effect of service quality and perceived value on repurchase intention with customer satisfaction as a mediating variable at CV. Andalan Kita Jepara. This study uses a quantitative approach with a survey method of 140 customers who have used the services of CV. Andalan Kita Jepara and Jepara residents, with a purposive sampling technique. Data were analyzed using the Partial Least Square (PLS) method through the SmartPLS application version 4.0. The results show that perceived value has a positive and significant effect on customer satisfaction and repurchase intention. Customer satisfaction also has a positive and significant effect on repurchase intention. Meanwhile, service quality does not have a significant effect on customer satisfaction, but has a positive and significant direct effect on repurchase intention. In addition, customer satisfaction is proven to mediate the effect of perceived value on repurchase intention, but does not mediate the effect of service quality on repurchase intention. This research provides an empirical contribution to the development of service marketing studies, particularly in the printing and advertising sectors, by emphasizing the importance of customer perceived value and customer satisfaction in driving repeat purchase intentions.

INTRODUCTION

Competition in the printing and advertising services industry is intensifying as businesses' promotional and branding needs grow. This requires companies to offer not only high-quality prints but also services that create customer satisfaction and encourage repurchase intention

(Andika et al., 2025). Repurchase intention is an important indicator of the success of a service company because it reflects the sustainability of long-term relationships with customers (Widiantari et al., 2025).

Customer satisfaction is formed from a comparison between initial expectations and the actual performance of the service received, as well as from the customer's evaluation of the perceived value for the sacrifice made. In the context of service marketing, customer satisfaction is seen as the result of service quality and perceived value, which in turn influences post-purchase behavior, including repurchase intentions (Fitriasari et al., 2025).

Service quality is a key factor in evaluating a service company's performance. Reliable, responsive service that meets customer expectations has been proven to increase customer satisfaction and encourage repeat purchase intentions. Previous research has shown that service quality has a positive effect on customer satisfaction and repurchase intentions, both directly and indirectly (Dam & Dam, 2021). In addition, perceived value also has an important role in shaping customer satisfaction, because it reflects the balance between the benefits received by customers and the costs or sacrifices incurred (Tarmuji & Gumilang, 2023).

Although the relationship between service quality, perceived value, customer satisfaction, and repurchase intention has been extensively researched, previous empirical findings remain inconsistent, particularly regarding the influence of service quality on customer satisfaction across various industry contexts. Furthermore, most studies emphasize the direct influence of perceived value on repurchase intention, while the mediating mechanism of customer satisfaction has received relatively limited in-depth testing (Id & Lijia, 2024). On the other hand, previous research generally focuses on the e-commerce, transportation, and banking sectors, so studies on the local printing services industry are still very limited (Gondokusumo & Dewi, S.E., M.M2, 2023). In fact, the characteristics of printing services based on service customization and production timeliness have the potential to produce different variable relationship patterns.

Based on the research gap, and also because CV. Andalan Kita Jepara is one of the pioneers of digital printing companies in Jepara that already has many customers and is also experienced in the world of digital printing, therefore this study aims to analyze the influence of service quality and perceived value on customer satisfaction and its implications for repurchase intention at CV. Andalan Kita Jepara. This study is expected to provide theoretical contributions in the development of service marketing studies, especially regarding the role of perceived value and customer satisfaction in driving repurchase intentions, as well as practical contributions for printing business actors in formulating strategies for improving service and customer value in a sustainable manner.

LITERATURE REVIEW

This research is based on Expectation–Confirmation Theory (ECT), which explains that customer satisfaction is formed through an evaluation process between the customer's initial expectations and the actual performance of the service received. When service performance meets or exceeds expectations, positive confirmation occurs, resulting in satisfaction, which ultimately drives continued use or repurchase intention. In the context of modern service marketing, ECT is widely used to explain post-purchase behavior and the sustainability of customer relationships with companies. The ECT framework is considered relevant to explain the relationship between service quality, perceived value, customer satisfaction, and repurchase intention in the context of printing services (Ahmad & Uchimura, 2023).

Service quality is the level of service excellence perceived by customers based on a comparison

between expectations and the service performance received. In the service context, service quality encompasses reliability, responsiveness, assurance, empathy, and tangibles perceived by customers during the service process (Yuliani et al., 2026). Good service quality can create positive experiences and improve customer evaluations of a company. Recent research shows that service quality has a positive and significant impact on customer satisfaction. Customers who receive fast, accurate, and professional service tend to be more satisfied and have a positive assessment of the company (RJOAS, 6(114), June 2021, 2021). In addition, service quality has also been shown to have a relationship with repurchase intention, especially when mediated by customer satisfaction (Khuzafah et al., 2023).

Perceived value is defined as a customer's perception of the balance between the benefits received and the costs or sacrifices incurred. Customer-perceived value encompasses not only price but also the quality of the outcome, convenience, and the functional and emotional benefits received (Roosdhani et al., 2024). Research since 2021 shows that perceived value has a positive effect on customer satisfaction. Customers who feel they receive value for their money report higher levels of satisfaction (Tarmuji & Gumilang, 2023). Furthermore, perceived value has also been shown to have a direct and indirect influence on repurchase intention through customer satisfaction (Id & Lijia, 2024).

Customer satisfaction is the emotional state a customer experiences after comparing their expectations with the actual performance of a product or service. Customer satisfaction is a key indicator of a service company's success because it reflects the extent to which the service and value provided meet customer needs (Misbakhudin et al., 2025). Various empirical studies show that customer satisfaction has a positive and significant effect on repurchase intention. Satisfied customers tend to intend to use the same service again and maintain a long-term relationship with the company (RJOAS, 6(114), June 2021, 2021). In addition, customer satisfaction has been proven to act as a mediating variable that strengthens the influence of service quality and perceived value on repurchase intention (Mukti, n.d.).

Repurchase intention is a customer's tendency or intention to repurchase the same product or service in the future. Repurchase intention is often used as an indicator of customer loyalty, particularly in service industries with recurring behavior. Recent research shows that repurchase intention is influenced by customer satisfaction as a primary factor. Customers who are satisfied and receive good value from a service are more likely to make repeat purchases (Ali, 2021).

The Influence of Service Quality on Customer Satisfaction

Service quality is a crucial factor in shaping customer satisfaction in service companies. Reliable, responsive service that meets customer expectations creates a positive experience, thereby increasing satisfaction levels. Empirical research shows that service quality has a positive and significant impact on customer satisfaction, as customers assess the quality of interactions and service processes as a key component of the service value they receive (Mukti, n.d.). Therefore, the better the quality of service provided by the company, the more customer satisfaction will increase (RJOAS, 6(114), June 2021, 2021).

H1: Service quality has a positive effect on customer satisfaction.

The Influence of Perceived Value on Customer Satisfaction

Perceived value reflects a customer's assessment of the balance between benefits received and costs incurred. When customers perceive that a service delivers value that matches or

exceeds expectations, satisfaction levels increase. Recent research has shown that perceived value has a positive and significant impact on customer satisfaction (Riyoko et al., 2022). Thus, the higher the value perceived by customers, the higher the level of customer satisfaction.

H2: Perceived value has a positive effect on customer satisfaction.

The Influence of Customer Satisfaction on Repurchase Intention

Customer satisfaction is a key determinant in shaping repurchase intention. Satisfied customers tend to have a stronger intention to use the same service again in the future. Empirical studies since 2021 have consistently shown that customer satisfaction has a positive and significant effect on repurchase intention (Khuzafah et al., 2023). This shows that customer satisfaction plays an important role in encouraging the sustainability of the relationship between customers and the company (Sulistyowati & Elfi, 2024).

H3: Customer satisfaction has a positive effect on repurchase intention.

The Influence of Service Quality on Repurchase Intention

Service quality not only directly influences satisfaction but also has an indirect impact on repurchase intention through customer satisfaction. Quality service will increase customer satisfaction, which in turn drives repurchase intention. Research shows that customer satisfaction can mediate the effect of service quality on repurchase intention (Halika & Kharisma, 2024). Thus, customer satisfaction becomes an important mechanism that explains the relationship between service quality and repurchase intention.

H4: Service quality has a positive effect on repurchase intention.

The Influence of Perceived Value on Repurchase Intention

Perceived value also plays a role in shaping repurchase intention through customer satisfaction. Customers who perceive high value from the service they receive will feel satisfied and are more likely to make repeat purchases. Empirical research shows that customer satisfaction mediates the influence of perceived value on repurchase intention (Junianingrum et al., 2023).

H5: Perceived value has a positive effect on repurchase intention.

METHOD (Times New Roman, size 12)

This study uses a quantitative method because the researcher wants to understand the causal relationship between service quality and perceived value on repurchase intention. The method used is by distributing questionnaires to consumers of CV. Andalan Kita Jepara, who are also Jepara residents. The researcher collected primary data directly through interviews and also distributed questionnaires to consumers regarding the impact of service quality and perceived value on repurchase intention. The research questionnaire consists of 25 questions. This questionnaire will consist of four segments: Service Quality, Value Obtained, Customer Satisfaction, and Repurchase Intention (Harpe, 2015) which is measured using a rating scale of 1-10.

This study used a non-probability sampling technique with purposive sampling. The sample selected were customers of CV. Andalan Kita Jepara who had used the service or purchased the product once or more and were also residents of Jepara. Based on these criteria, the sample size was 140 respondents.

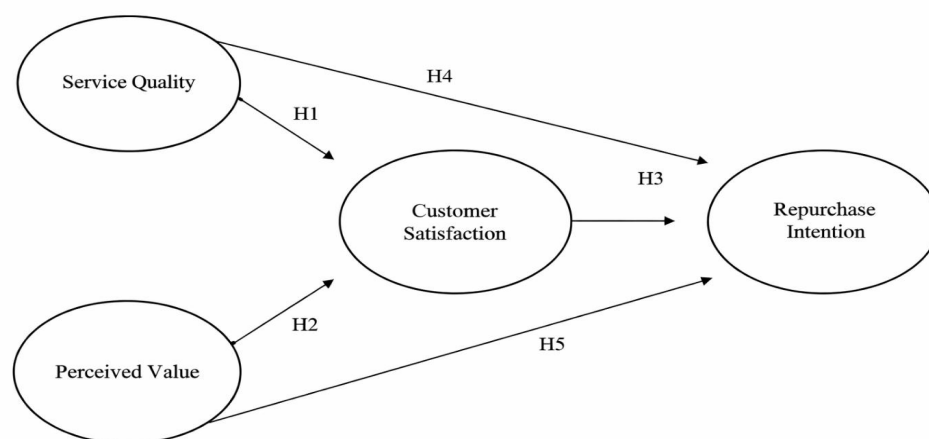


Figure 1. Variable

RESULT AND DISCUSSION

Measurement Model (*Outer Model*)

This study employed two measurement models: Validity Testing and Reliability Testing.

These tests aim to determine the extent to which the indicators reflect the concepts being measured. This test is considered adequate if the outer loading is above 0.7 and the AVE is at least 0.5 (Ghozali & Chariri, 2018).

Table 1. Results Convergent Validity

Variabel	Indikator	Outer Loading	AVE	Composite reliability
Service Quality	SQ1	0.982	0.963	0.99
	SQ2	0.983		
	SQ3	0.982		
	SQ4	0.978		
	SQ5	0.982		
Perceived Value	PV1	0.974	0.955	0.988
	PV2	0.981		
	PV3	0.981		
	PV4	0.975		
	PV5	0.974		
Customer Satisfaction	CS1	0.963	0.953	0.988
	CS2	0.981		
	CS3	0.976		
	CS4	0.982		
	CS5	0.978		
Repurchase Intention	RI1	0.983	0.964	0.991
	RI2	0.973		

RI3	0.983		
RI4	0.983		
RI5	0.987		

Source: Output data processed from SmartPLS version 4.0

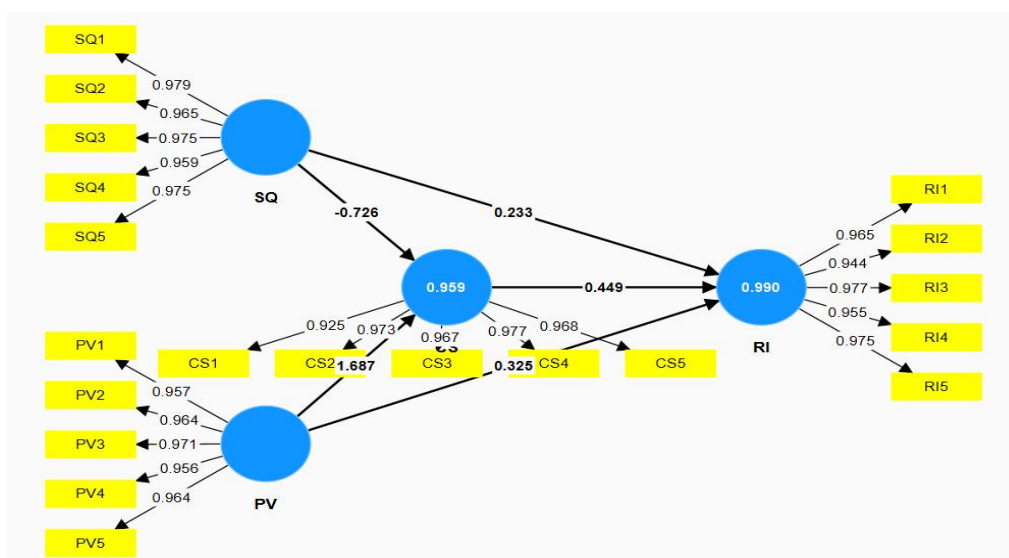
The results of the Convergent Validity Test indicate that all variables are valid because all Outer Loading values exceed 0.7 and the AVE value is greater than 0.5.

a.) Reliability Test

Composite Reliability and Cronbach's Alpha are reliable metrics, with a scale ranging from zero to one. A value greater than 0.7 indicates good reliability.

The Reliability Test shows that all variables scored above 0.7, indicating good reliability.

The Inner Model (Figure 2) can be considered a structural model typically used to predict causal relationships between variables that cannot be directly measured and hidden variables.



Picture 2. Model Structural

R-Square (Table 3) is a test used to indicate the extent of the impact of the independent variable on the dependent variable. When the R-Square reaches 0.67, it is considered to have a strong influence, when it reaches 0.33, it is considered moderate, and when it reaches 0.19, it is considered weak.

Table 3. R-Square

Variabel	R-square	R-square adjusted
Customer Satisfaction	0.966	0.965
Repurchase Intention	0.989	0.989

Source: Output data processed from SmartPLS version 4.0

The data above shows that the R-square for Repurchase Intention is 0.989, while the Adjusted R-

square is 0.989. This indicates that approximately 98.9% of the variation in Repurchase Intention is influenced by Service Quality, Customer Satisfaction, and Customer Trust, with the remaining 0.1% influenced by other variables not included in this study.

In Hypothesis Testing (Table 4), we can see the T-Statistics and P-Value. The hypothesis is accepted if the P-value is <0.05 . This can be found in the Path Coefficient obtained from the Bootstrapping Technique in SmartPLS version 4.0.

Table 4. Path Coeffisien

Variabel	Original sample	Sample mean	Standard deviation	T statistics	P values
Customer Satisfaction -> Repurchase Intention	0.384	0.388	0.061	6.261	0.000
Perceived Value -> Customer Satisfaction	1.293	1.223	0.352	3.674	0.000
Perceived Value -> Repurchase Intention	0.394	0.39	0.081	4.836	0.000
Service Quality -> Customer Satisfaction	-0.314	-0.244	0.363	0.865	0.194
Service Quality -> Repurchase Intention	0.224	0.223	0.073	3.072	0.001

Source: Output data processed from SmartPLS version 4.0

Mediation test

There are three categories in the context of mediation, it is said Non mediation when the relationship between independent and dependent variables is positive while the mediating variable is negative, it is also said Full mediation when the independent and dependent variables are negative while the mediating variable is positive, and it is said Partial mediation when the independent and dependent variables are positive and the mediating variable is positive. The results of the test on the bootstrapping method with SmartPLS 4.0 can be interpreted based on the P-value less than 0.05 indicating a positive influence, and vice versa, if the P-value is more than 0.05 then it indicates a negative influence.

Table 5. Specific Indirect Effect

Variabel	Original sample	Sample mean	Standard deviation	T statistics	P values
Perceived Value -> Customer Satisfaction -> Repurchase Intention	0.496	0.473	0.141	3.531	0.000

Service Quality -> Customer Satisfaction -> Repurchase Intention	-0.12	-0.092	0.136	0.887	0.187
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Source: Output data processed from SmartPLS version 4.0

Based on tables 4 and 5, the data above shows that:

The Influence of Perceived Value on Repurchase Intention is Mediated by Customer Satisfaction.

Table 4 shows a negative path coefficient between service quality and customer satisfaction, with a P-value of $0.194 > 0.05$. Furthermore, Table 5 shows a positive relationship between the specific indirect effect of service quality and repurchase intention through customer trust, with a P-value of $0.000 < 0.005$. Therefore, this relationship is categorized as partial mediation.

The Influence of Service Quality on Repurchase Intention is Mediated by Customer Satisfaction.

Table 4 shows a negative path coefficient between service quality and customer satisfaction, with a P-value of $0.194 > 0.05$. Furthermore, Table 5 shows that the Specific Indirect Effect of Service Quality on Repurchase Intention through Customer Satisfaction has a negative relationship, with a P-value of $0.187 > 0.005$. Therefore, this relationship is categorized as Full mediation.

Hypothesis Testing

The influence of Service Quality (X1) on Customer Satisfaction (Z1) can be seen if the coefficient value is (0.384) with t-statistic (6.261) > t-table (1.658) and p-value (0.000) < 0.05. Therefore, Ha1 is accepted. This indicates that the variable of service Quality with Customer Satisfaction has a positive and significant effect on customers of CV. Andalan Kita Jepara. The influence of Perceived Value (X2) on Customer Satisfaction (Z1) can be seen if the coefficient value is (1.293) with t-statistic (3.674) > t-table (1.658) and p-value (0.000) < 0.05. Therefore, Ha2 is accepted. This indicates that the variable of Perceived Value with Customer Satisfaction has a positive and significant effect on customers of CV. Andalan Kita Jepara. The influence of Perceived Value (X2) on Repurchase Intention (Y1) can be seen if the coefficient value is (0.394) with t-statistic (4.836) > t-table (1.658) and p-value (0.000) < 0.05. Therefore, Ha3 is accepted. This indicates that the variable Perceived Value with Repurchase Intention has a positive and significant effect on CV. Andalan Kita Jepara customers. The influence of Service Quality (X1) on Customer Satisfaction (Z1) can be seen if the coefficient value is (-0.314) with t-statistic (0.865) < t-table (1.658) and p-value (0.194) > 0.05. Therefore, Ha4 is rejected. This indicates that the variable Customer Satisfaction with Repurchase Intention has a negative and insignificant effect on CV. Andalan Kita Jepara customers. The influence of Service Quality (X1) on Repurchase Intention (Y1) can be seen if the coefficient value is (0.224) with t-statistic (3.072) > t-table (1.658) and p-value (0.001) < 0.05. Therefore, Ha5 is accepted. This indicates that the Service Quality variable with Repurchase Intention has a positive and significant effect on CV. Andalan Kita Jepara customers.

Discussion

This study aims to analyze the influence of service quality and perceived value on repurchase intention, with customer satisfaction as a mediating variable. Based on the results of the PLS-SEM analysis, it was found that:

- Perceived value and customer satisfaction are the dominant factors.

- There is an inconsistency in the influence of service quality on satisfaction.

The test results show that service quality has a significant effect on customer satisfaction, with a p-value below 0.05. The test results show that perceived value has a significant effect on customer satisfaction, with a p-value below 0.05. The test results show that perceived value has a significant effect on customer repurchase intention, with a p-value below 0.05. The test results show that service quality has no effect on customer satisfaction, with a p-value above 0.05. Service quality has an effect on customer repurchase intention, with a p-value below 0.05. The test of the effect of perceived value on repurchase intention, mediated by customer satisfaction, showed an effect on customers, as the p-value was below 0.05. The test of the effect of service quality on repurchase intention, mediated by customer satisfaction, showed no effect on customers, as the p-value was above 0.05.

The overall findings are: Perceived value is the most dominant factor, customer satisfaction is an important mediator, and service quality has only a direct influence. This study shows that perceived value is the strongest factor in increasing customer satisfaction and repurchase intention, while service quality plays a more direct role as a driver of behavior without going through customer satisfaction.

CONCLUSION

Based on the analysis and discussion of the research, it can be concluded that perceived value has a positive and significant influence on customer satisfaction at CV. Andalan Kita Jepara. This indicates that customers who perceive benefits commensurate with the costs incurred tend to be more satisfied with the service they receive. Furthermore, perceived value also has a positive and significant influence on repurchase intention, so the higher the perceived value, the greater the tendency for repeat purchases.

The results also indicate that customer satisfaction has a positive and significant influence on repurchase intention. Customers who are satisfied with the service and value provided by the company have a stronger intention to use CV. Andalan Kita Jepara again. Thus, customer satisfaction is a crucial factor in maintaining the sustainability of long-term relationships between companies and customers.

On the other hand, service quality does not have a significant effect on customer satisfaction, but it does have a direct positive and significant influence on repurchase intention. This indicates that the quality of service provided by the company is not yet fully capable of increasing customer satisfaction, but it can still encourage repeat purchase intention. Furthermore, customer satisfaction is proven to mediate the effect of perceived value on repurchase intention, but does not mediate the effect of service quality on repurchase intention. Therefore, companies are advised to focus more on strategies to increase customer perceived value and customer satisfaction in order to increase repeat purchase intentions.

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