



Understanding Consumers' Repurchase Intention for Dairy Products: Customer Value Perspective

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Abstract | This research analyzed consumer value in purchasing UHT milk products at Prima Freshmart ETC Brawijaya using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings revealed several key insights. Health value positively influences consumer attitudes, indicating that health-conscious consumers are more likely to favor purchasing UHT milk. In contrast, safety value negatively impacts consumer attitudes, suggesting that increased safety concerns or exaggerated claims can lead to skepticism and dissatisfaction. Social value does not significantly affect consumer attitudes, implying it may be influenced by individual traits and environmental background. Hedonic value positively influences consumer attitudes, showing that enjoyment and positive emotions associated with UHT milk enhance favorable purchasing behavior. However, environmental value negatively affects consumer attitudes, as consumers may perceive eco-friendly packaging as less convenient. Product knowledge positively influences consumer attitudes, indicating that providing detailed product information can improve consumer perception and behavior. Furthermore, positive consumer behavior attitudes significantly impact the likelihood of repurchasing UHT milk products at Prima Freshmart ETC Brawijaya, emphasizing the importance of maintaining favorable consumer perceptions. These findings suggest that there is a need to emphasize health benefits, address safety concerns transparently, promote enjoyment and positive emotions, provide detailed product information, and balance environmental values with convenience to enhance consumer satisfaction and drive repeat purchases.

Keywords | Consumers value, Attitude towards behavior, Repurchase intention, UHT milk, Dairy product, SEM

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INTRODUCTION

The principles of sustainability are essential in milk production worldwide. According to the [European Federation of Chemical Engineering \(2018\)](#), sustainable production and consumption entail creating and utilizing products and services in a manner that is socially beneficial, economically viable, and environmentally benign through-

out their entire life cycle. Furthermore, the United Nations Sustainable Development Goal 12 ([UN DESA, 2018](#)) highlights the importance of responsible consumption and production patterns.

Milk and dairy products deliver a high-quality nutrient profile that can be difficult to replicate without animal-sourced foods in the diet ([Fulgoni et al., 2011](#)). Significant evidence

shows that animal-sourced foods and the nutrients they offer lead to positive health outcomes, including reduced stunting (Headey *et al.*, 2018) and improved cognitive function in children (FAO, 2011a; Balehegn *et al.*, 2019).

The livestock sector is a food industry sector closely related to nutrition, food safety, animal welfare, and environmentally friendly production (Sørensen and Jakobsen, 2005). This concern arises as livestock products are highly susceptible to changes in consumer value over time and in response to societal phenomena. For instance, the pandemic has altered market segmentation in relation to consumer value perceptions during transactions, particularly in the case of UHT milk products.

To maintain sustainability for industries and companies in the livestock product processing sector, efforts must be made to attract consumers to make purchases. Relying on a single purchase is not enough; hence, understanding the consumer's perspective to encourage repeat purchases is crucial. According to Kotler and Keller (2016) repurchase intention refers to a consumer's willingness to make repeat purchases in the future, this aspect is crucial for the survival of e-commerce businesses and companies in the industry. Several factors influence online repurchase intention, including customer perceived value (Putri, 2016). International Study show that consumer value affects customer satisfaction and their likelihood to buy a product or service, which can drive revenue for the company (Perrea *et al.*, 2015). Another empirical study conducted by Peng *et al.* (2015) on food safety issues in online media posts regarding jelly products significantly influences consumer purchases on the involved products and the brand reputation of the implicated manufacturers. The research findings indicate that consumer value has a significant impact on the overall sustainability of the company's growth.

While previous studies, such as those by Ghazali *et al.* (2017), Chen (2007), and Yadav (2016), have extensively examined the correlation between consumer perceived value and repurchase intentions, these studies have primarily focused on large industries and commercial products, including organic cosmetics. These studies have demonstrated that aspects such as health value, safety value, social value, hedonic value, and environmental value are significant in shaping consumer attitudes and behaviors toward repurchasing specific products.

However, there is a notable gap in the research concerning the influence of consumer perceived value on livestock products within small businesses. The current body of literature lacks an in-depth analysis of how consumer values affect purchasing decisions for livestock products, particularly in the context of small retail businesses.

To address this gap, this study will focus on Prima Freshmart, an Indonesian retail business near Brawijaya University that offers agricultural and livestock products, including UHT milk. This research aims to analyze consumer value in the purchase of UHT milk products at Prima Freshmart ETC Brawijaya. By doing so, it will provide valuable insights into consumer behavior in the context of livestock products sold by small businesses. This research will also serve as an evaluation tool for the company's risk management in handling changing customer values and offer guidance for product differentiation strategies, thereby contributing to the sustainability of the livestock industry.

MATERIALS AND METHODS

RESEARCH LOCATION, SAMPLING, AND DATA COLLECTION

The research was conducted at Prima Freshmart ETC Brawijaya, located on the Veteran Campus, Brawijaya University, in Malang City, East Java. The study was conducted from December 2023 to January 2024. The research method used purposive accidental sampling, meaning the researcher did not deliberately select a specific group as the sample. Instead, the sample comprised consumers who were encountered while buying Prima Freshmart products. Consequently, the researcher waited for consumers to arrive and conducted interviews on the spot. This method was chosen because of the unpredictable daily consumer population at Prima Freshmart ETC Brawijaya. This method is supported by Efirid (2011), who stated that accidental sampling is a method of sampling that occurs unintentionally when researchers are not assigned to study groups with equal probabilities, thereby reducing the power to detect statistically significant differences among these groups.

The respondents in this study are comprised of both university students and the general public who have purchased dairy products at Prima Freshmart ETC Brawijaya. Jakobsen and Jensen, (2015) It is proposed that the research method utilizing questionnaire surveys can be employed to investigate and measure the relationship between independent and dependent variables. Based on the conducted survey, there were 110 responses from both students and the general public who have purchased dairy products at Prima Freshmart ETC Brawijaya, concerning health, safety, social, hedonic, environmental values, product knowledge regarding UHT milk, and intention to repurchase the product.

DATA ANALYSIS

Quantitative descriptive analysis is a data analysis technique that focuses on providing a detailed and comprehensive overview of the data collected in qualitative research (Bartlett and Twycross, 2018). Quantitative descriptive analysis involves numerical analysis through statistical calculations

based on questionnaire responses from the sampled population. Meanwhile, the tool used for data analysis is Smart-PLS 3.0, employing the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis method. Smart-PLS is a tool designed for statistical analysis, specifically PLS-SEM (Partial Least Squares Structural Equation Modeling). This software allows users to test models by drawing path models between variables and defining indicators for these variables. One significant advantage of this path modeling technique is that it requires a smaller sample size and has fewer distributional assumptions (Chin, 2010; Hair *et al.*, 2012). On the other hand, PLS-SEM has advantages in dealing with a complex model, lower sample sizes, non-normally data distribution, and predictive or exploratory research (Manley *et al.*, 2021). Moreover, this study incorporates various types of variables, including independent, mediator, and dependent variables. The independent variables encompass health value (X1), safety value (X2), social value (X3), hedonic value (X4), environmental value (X5), and product knowledge (X6). Additionally, the mediator variable pertains to consumer behavior attitude (Y1), while the dependent variable relates to repurchase intention (Z1).

HEALTH VALUE (X1): Health value refers to individuals' perception of the importance of taking health-related actions to maintain their well-being and prevent diseases. This assessment including of four parts: how the respondents enable a healthy living, respondents' perception of healthy effects, incorporating how respondents perceive in healthy lifestyle practices, also enhancing health by respondents.

SAFETY VALUE (X2): Safety value is conceptualized as the respondents' perceived assessment of livestock product (specifically UHT milk) regarding to the quality and safety attributes. These factors encompass how individuals' perceptions regarding the free of chemical substances, high level of product safety, and non-contaminated.

SOCIAL VALUE (X3): Social value is conceptualized as the perceived benefit derived from product or service that satisfy an individual's aspiration for social recognition or dignity. Empirical studies have approved the significant impact of social value on customer satisfaction (Chunmei and Weijun, 2017; Hu *et al.*, 2014; Kang and Kim, 2017). This construct considering 4 indicators including accepted by community, enhances society perception, leaves a positive impression, respected by others.

HEDONIC VALUE (X4): Hedonic Value refers to the perceived benefit derived by consumers through experiences of pleasure and enjoyment. Hedonic Value is characterized by a higher degree of subjectivity and personal interpretation, emphasizing enjoyment rather than task completion. Empirical evidence suggests that Hedonic Value exerts a

significant influence on customer satisfaction in the context of e-commerce (Avcilar and Özsoy, 2015; Hanzae and Rezaeyeh, 2013). This process consists of pleasurable feelings, acts morally right, becoming a better person, influencing well-being, enjoy consuming UHT milk products

ENVIRONMENTAL VALUE (X5): Environmental value refers to an individual's belief in the importance of preserving the environment, as well as how the environment should be perceived and treated by peoples. This construct includes how individual environmentally conscious, perceive UHT milk better than other products, environmentally friendly production process.

PRODUCT KNOWLEDGE (X6): Product knowledge in this study refers to evaluates an individual's perception of a product, encompassing their comprehension of dairy products, positive purchasing experiences, product familiarity, awareness of the product's types and benefits, and superior knowledge compared to others.

Additionally, the mediator variable pertains to consumer behavior attitude (Y1), including purchase of product whether good/bad, purchase of whether beneficial/non-beneficial products, desire to purchase products or not, wise or foolish product purchases, purchase of whether enjoyable or not. Moreover, dependent variable relates to repurchase intention (Z1) which consumers' consideration will buy UHT milk in future, will not buy UHT milk, will reduce UHT milk purchases, will switch to products other than UHT milk, will purchase next time, will purchase UHT milk if available. All of the indicators of each latent variables is measure using Likert scale (1-5). To facilitate comprehension of the research variables and their loading factors, they will be detailed in Table 1.

RESULTS AND DISCUSSION

RESEARCH LOCATION

Prima Freshmart, a retail chain offering both raw and processed livestock products. Prima Freshmart ETC Brawijaya, was founded by PT. Primafood Internasional, a subsidiary of PT. Charoen Pokphand Indonesia. By 2011, Prima Freshmart had expanded its presence to over 1200 locations throughout Java, Bali, and Sumatra. PT. Primafood Internasional has introduced diverse assistance programs aimed at enhancing the social and educational aspect. One notable initiative is the Prima Freshmart Entrepreneurship Training Center (ETC) Brawijaya program, which is also referred to as Prima Freshmart ETC Brawijaya.

Prima Freshmart ETC Brawijaya offers a wide range of items including fresh and processed livestock products like chicken meat, eggs, UHT milk, yogurt, chicken wings, and nuggets, alongside snacks, flavored beverages such as coconut

Table 1: Questionnaire items *outer loadings*.

Variables	Item	Indicators	Loading Factor
Health Value (Han and Chung, 2014)	X1.1	Enables a Healthy Living	0.961
	X1.2	Perception of Healthy Effects	0.945
	X1.3	Healthy Lifestyle	0.928
	X1.4	Enhances Health	0.972
Safety Value (Bauer <i>et al.</i> , 2013)	X2.1	Free of Chemical Substances	0.975
	X2.2	High Product Safety	0.947
	X2.3	Non Contaminated	0.954
Social Value (Sweeney and Soutar, 2001)	X3.1	Accepted by the Community	0.922
	X3.2	Enhances society perception	0.948
	X3.3	Leaves a Positive Impression	0.953
	X3.4	Respected by Others	0.933
Hedonic Value (Hennigs and Klarmann, 2015)	X4.1	Pleasurable feelings	0.973
	X4.2	Acts morally right	0.967
	X4.3	Becoming a Better Person	0.959
	X4.4	Influencing Well-being	0.974
	X4.5	Enjoy consuming UHT milk products	0.918
Environmental Value (Sarunyut and Kessuvan, 2019)	X5.1	Environmentally conscious	0.969
	X5.2	Better than other products	0.945
	X5.3	Environmentally friendly production process	0.968
Product Knowledge (Li <i>et al.</i> , 2018).	X6.1	Knowledgeable the product	0.929
	X6.2	Has good experience	0.888
	X6.3	Familiar with the product	0.892
	X6.4	Recognize types and benefits	0.933
	X6.5	Has better knowledge that others	0.940
Consumer Behavior Attitude (Van Loo <i>et al.</i> , 2013).	Y1.1	Purchase of product whether good/bad	0.929
	Y1.2	Purchase of whether beneficial/non-beneficial products	0.908
	Y1.3	Desire to purchase products/not	0.938
	Y1.4	Wise/foolish product purchases	0.929
	Y1.5	Purchase of whether enjoyable/not	0.942
Repurchase Intention (Lone Bredahl, 2001).	Z1.1	Will buy UHT milk in the future	0.905
	Z1.2	Will not buy UHT milk	0.896
	Z1.3	Will reduce UHT milk purchases	0.953
	Z1.4	Will switch to products other than UHT milk	0.942
	Z1.5	Will purchase next time, if needed	0.859
	Z1.6	Will purchase UHT milk if available	0.886

*) The loading factor value indicates the magnitude of correlation between indicators and latent variables. Maktoumi *et al.*, (2020) stated that the minimum acceptable value for the loading factor is 0.45 or 4.5%.

water, nata de coco, coffee, and tea, kitchen spices, and convenient ready-to-eat meals. Among its selection of UHT milk, Prima Freshmart ETC Brawijaya stocks the Diamond brand full cream UHT milk, available at Rp. 4,000.00 per piece. The selection of Prima Freshmart ETC Brawijaya's location serves as a primary attraction for students seeking daily consumption needs. It is valued for its potential to provide insights into consumer preferences and shopping habits across diverse backgrounds, as well as to

reflect emerging consumer trends among students, particularly regarding UHT milk.

DESCRIPTIVE ANALYSIS OF RESEARCH VARIABLES

HEALTH VALUE: The mean score of the overall health value indicator is 4.08, reflecting consumers' recognition of the positive impact of health value when buying UHT milk products at Prima Freshmart ETC Brawijaya. This finding aligns with the research conducted by Savaiano and

Hutkins, (2021) in the United States, which frequently links UHT milk consumption to decreased risks of diverse illnesses and enhancements in health.

SAFETY VALUE: The mean score of the safety value indicator overall is 3.96, indicating that consumers perceive a moderate impact of safety considerations when buying UHT milk products at Prima Freshmart ETC Brawijaya. This finding in line with empirical research conducted by Pieri *et al.* (2014) which affirms that UHT milk is safe and meets high hygienic standards for human consumption.

SOCIAL VALUE: The overall average score of 3.57 on the social value indicator, suggests that consumers generally perceive a neutral stance with a leaning towards agreement on the significance of social value when buying UHT milk products at Prima Freshmart ETC Brawijaya. Analysis of the respondents' feedback indicates that while some consumers recognize the importance of supporting social values in their purchasing decisions, others do not. Pillai and Nair (2021) argues that social value is influenced by various factors, including environmental and the socio-economic background of consumers, leading to variations in social value among individual consumers due to varying backgrounds.

HEDONIC VALUE: The average outcome of the hedonic value measure relatively is 3.78, wherein consumers perceive a neutral stance with a tendency towards agreement regarding the presence of hedonic value in purchasing UHT milk products at Prima Freshmart ETC Brawijaya. Sajdakowska *et al.* (2018) state that hedonic value is influenced by several factors, such as consumer well-being, positive experiences, and positive emotions in consumer decision-making in purchasing UHT milk products at Prima Freshmart ETC Brawijaya.

Table 2: Validity and Reliability Test.

Variable	Loading	CA	CR	AVE
Health Value	0.951	0.965	0.975	0.905
Safety Value	0.958	0.956	0.972	0.919
Social Value	0.939	0.955	0.967	0.882
Hedonic Value	0.958	0.978	0.983	0.918
Environmental Value	0.960	0.958	0.973	0.923
Product Knowledge	0.916	0.952	0.963	0.840
Attitude Towards Consumer Behavior	0.929	0.960	0.969	0.863
Repurchase Intention	0.906	0.957	0.965	0.823

ENVIRONMENTAL VALUE: The mean score on the environmental value indicator overall indicates a value of 3.91, where consumers perceive a neutral stance with a tendency towards agreement regarding the presence of

environmental value in purchasing UHT milk products at Prima Freshmart ETC Brawijaya. Mazar and Zhong, (2010) stated that consumers' perceptions of buying dairy products are positively influenced by their environmental values. This creates an opportunity to highlight sustainability as a key attribute of UHT milk products.

PRODUCT KNOWLEDGE

The overall average score for the product knowledge indicator is 4.03, suggesting that consumers are neutral to slightly agreeing about their knowledge of UHT milk when purchasing it at Prima Freshmart ETC Brawijaya. Lee *et al.* (2014) argue that having good product knowledge assists consumers in selecting products that align with their preferences and needs, resulting in higher satisfaction with their purchases.

ATTITUDE TOWARDS CONSUMER BEHAVIOR

The overall average result for the attitude towards consumer behavior indicator shows a value of 4.42 indicating that consumers agree to strongly agree regarding the purchase of UHT milk at Prima Freshmart ETC Brawijaya. According to de Graaf *et al.* (2016), consumers are inclined to repurchase UHT milk influenced by factors like perceived benefits, extrinsic product attributes, animal welfare, a natural living orientation, and an overall positive attitude towards milk.

REPURCHASE INTENTION

The overall average result for the repurchase intention indicator shows a value of 4.16, showing that consumers agree with repurchasing UHT milk at Prima Freshmart ETC Brawijaya. Lin and Chen, (2009) argue that repurchase intention is significantly influenced by psychological risk factors and the impact of reference groups on the decision to repurchase.

MEASUREMENT MODEL EVALUATION

COMPOSITE VALIDITY TEST: Table 2 presents the factor loading value, explained the reliability and validity value for all constructs used in this investigation. According to Wong *et al.* (2013) the indicators of a latent or construct variable are deemed acceptable if the factor loading > 0.5. The results stated that loading factor value of constructs variable including health value, safety value, hedonic value, environmental value, product knowledge, attitude toward consumer behavior, and repurchase intention all surpass the 0.5 threshold. As a result, the variables utilized in this research meet the criteria for acceptability.

DISCRIMINANT VALIDITY AND CONVERGENT VALIDITY:

The validity and reliability involve four components (Table 2). Average Variance Extracted (AVE) is employed to ensure that the measured attributes' variations accurately correspond to variations in the measurement outcomes.

Table 3: Statistical Test.

Variable	Original Sample	Path Coefficient	Std. Beta	T Statistics	p-values	Decision
Health Value (X1)	0.356	0.356	0.133	2.692	0.001**	Accepted
Safety Value (X2)	-0.353	-0.353	0.153	2.300	0.001**	Accepted
Social Value (X3)	0.259	0.259	0.149	1.729	0.090**	Rejected
Hedonic Value (X4)	0.479	0.479	0.183	2.561	0.006**	Accepted
Environmental Value (X5)	-0.626	-0.626	0.097	5.131	0.015**	Accepted
Product Knowledge (X6)	0.811	0.811	0.125	4.394	0.001**	Accepted
Attitude Towards Consumer Behavior (Y1)	0.939	0.939	0.009	101.147	0.001**	Accepted
(X-Y)			(Y-Z)			
R Square	0.930		R Square		0.874	
Adjusted R Square	0.926		Adjusted R Square		0.873	
Sig. F	0.001		Sig. F		0.001	

***) Significant at 5% significance level or 0.05.

Thus, achieving a minimum value of 0.5 is essential in the AVE test (Borsboom *et al.*, 2004). This criterion align with Ab Hamid *et al.* (2017) who stated that an AVE values exceeding the minimum score of 0.5 is indicative validity. In the present study resulted the AVE values greater than 0.5. It was confirmed valid and the constructs had acceptable convergent validity.

Ayu *et al.* (2019) stated that reliability test in a study necessitates a Cronbach's Alpha (CA) value of 0.7 or above. Aprilisa *et al.* (2021) suggest that ensuring the validity and reliability of indicators used in research requires a Composite Reliability (CR) value exceeding 0.8. Loading factor values must surpass. In this scenario, all aspects of the validity and reliability assessments have been confirmed as valid and reliable. Consequently, it can be inferred that all indicators and variables in the instrument are dependable for the study.

THE GOODNESS OF FIT (GOF): The statistical analysis was performed utilizing SmartPLS 3.0. Craparo *et al.* (2013) suggest that in a structural measurement model, the Standardized Root Mean Square Residual (SRMR) value should be less than 0.8 to ensure a good fit with the data. In this study, the SRMR value was found to be 0.58, which falls within the recommended threshold, thus suggestion an adequate model fit. Furthermore, the Normed Fit Index (NFI) yielded a value of 0.624. According to Hosseinabadi *et al.* (2018), a Normed Fit Index (NFI) value ranging between 0 and 1 indicates a good fit of the model.

HYPOTHESIS TEST

The structural analysis model (Figure 1 and Table 3) illustrates the influence of the independent variable on the mediator variable, as well as the mediator variable's impact on the dependent variable. The first hypothesis examines the relationship between health value and at-

titude towards consumer behavior. The analysis revealed a positive coefficient with a t-statistic of 2.692, which is statistically significant at the 1% level. These findings suggest that individuals who place a higher value on health are more likely to exhibit a positive attitude towards the specified consumer behavior. An empirical study by Yang and Dharmasena, (2020) indicates that consumers favor UHT milk products for their health benefits, which resonate with the belief in maintaining a healthy lifestyle through UHT milk consumption, the nutritional content of UHT milk, its suitability with a healthy lifestyle, and the assured health improvements after purchasing UHT milk. Therefore, consumer awareness of the health benefits associated with UHT milk products significantly increase UHT milk sales at Prima Freshmart ETC Brawijaya.

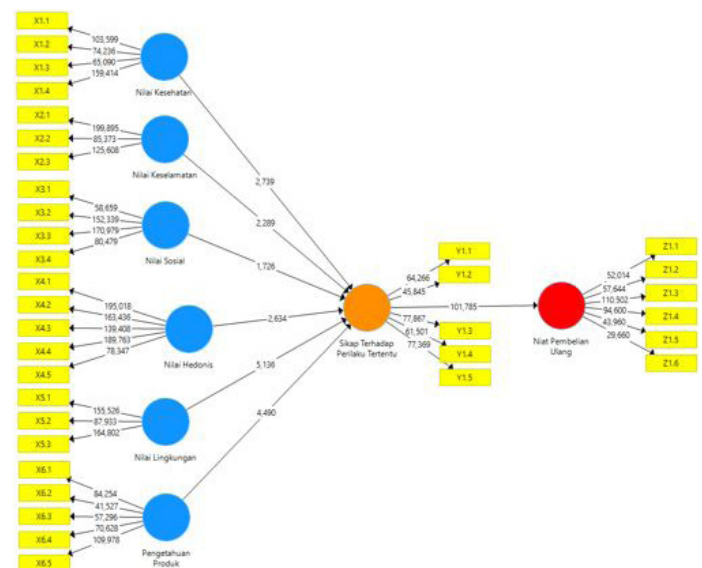


Figure 1: Structural analysis model.

On the other hand, the research findings confirm that the second hypothesis (H2) (t-value = 2.300) is supported, showing that safety value negatively impacts consumer be-

havior attitudes. In other words, as the perception of safety value increases, consumer attitudes towards the behavior in question actually become less favorable. This negative influence might occur because a favorable consumer reaction to safety value can heighten concerns about product safety, or it could stem from exaggerated product claims leading to consumer dissatisfaction. Previous study by Ruegg (2003) indicates that product safety concerns can lead consumers to be more selective when choosing products. Furthermore, research by Marc *et al.* (2022) highlights that exaggerated claims about food products can adversely affect consumer behavior, resulting in a decreased intention to purchase. Overstated safety claims can foster distrust and skepticism among consumers.

The next research findings reveal that the third hypothesis (H3) (t-value = 1.729) is rejected, suggesting that social value does not impact consumer behavior attitudes. Social value is conditional, as it reflects consumers' views and beliefs about what is considered good, bad, right, and wrong based on their environment and background. Hansen, (2008) suggests that certain consumers might connect their personal values with their attitudes towards purchasing UHT milk, adjusting these attitudes based on individual consumer traits. Furthermore, the fourth hypothesis yielded a t-value of 2.561, which is significant to accepted. The accepted hypothesis suggesting that hedonic value positively influence on consumer behavior attitude. In simple term, the more enjoyment a consumer associates with a product, the more favorable their attitude becomes towards behaviors associated with that product, such as purchasing the product. According to a study conducted by Chiu *et al.* (2014), consumer attitudes towards purchasing UHT milk products are positively influenced by hedonic value. The influence of hedonic value is driven by positive consumer responses to the feelings of pleasure experienced after purchasing UHT milk, associating the purchase of UHT milk products with positive moral actions, linking the purchase of UHT milk with a better personality, and the belief that consuming UHT milk products can have positive impacts on consumer well-being.

Furthermore, the research results indicate that the fifth hypothesis (H5) is accepted, as evidence by a statistically significant t-value of 5.131. The result demonstrating that environmental value negatively influences consumer behavior attitudes. In other means, as a consumer's perception of environmental value increases, their attitudes towards certain behaviors related to the product decrease. This negative impact may occur because products with high environmental value are associated with heightened environmental awareness, leading to the use of environmentally friendly materials throughout the production and packaging processes. The use of eco-friendly packaging is perceived as fragile and less convenient to use due to its

lighter weight and reduced durability compared to non-eco-friendly packaging. Research conducted by Otto *et al.* (2021) in Germany indicates that consumers tend to assess the packaging of ready-to-drink beverages based more on emotional responses rather than cognitive reasoning, resulting in purchasing behaviors that are less environmentally friendly. Another previous study stated by Moser, (2016) in Germany also reveals that while environmental values are reflected in consumers' reported purchasing behavior, their actual purchasing behavior is not solely determined by attitudes towards the environment.

Subsequently, the research findings reveal that the sixth hypothesis (H6) (t-value = 4.394) is accepted, indicating that product knowledge positively influences consumer behavior attitudes. To put it differently, as a consumers' understanding and familiarity with the product increases, their attitudes towards behaviors related to that product become more favorable. This finding suggest that providing more information about product could lead to more positive consumer attitudes and potentially influence their behavior in favorable way. Product knowledge about UHT milk can offer information regarding its benefits, contents, and quality. Previous research has indicated that there is a positive correlation between product knowledge and consumer perceived value, as product knowledge assists consumers in making informed decisions and obtaining enhanced value from products (Li *et al.*, 2018).

Moreover, the findings of the study support the seventh hypothesis (H7) (t-value = 101.147), demonstrating that consumer behavior attitudes positively impact the repurchase of UHT Milk products at Prima Freshmart ETC Brawijaya. Simply put, the more favorable a consumer's attitude towards the product, the more likely they are to repurchase it from this store, Consumer behavior attitudes affect how consumers perceived the benefits and enjoyment of acquiring the product. These positive attitudes can increase the likelihood of repeat purchases. A favorable attitude towards buying UHT milk products makes consumers more likely to view the purchase as beneficial and satisfying. This aligns with empirical research conducted by de Graaf *et al.* (2016), indicating that the intention of customers to buy UHT milk is impacted by favorable attributes embedded within particular consumer behavior attitudes.

CONCLUSIONS AND RECOMMENDATIONS

The research analyzed consumer value in purchasing UHT milk products at Prima Freshmart ETC Brawijaya using the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis method. The findings revealed several key insights. Health value positively influences consumer attitudes, indicating that health-conscious consumers

are more likely to favor purchasing UHT milk. In contrast, safety value negatively impacts consumer attitudes, suggesting that increased safety concerns or exaggerated claims can lead to skepticism and dissatisfaction. Social value does not significantly affect consumer attitudes, implying that it may be influenced by individual traits and environmental background. Hedonic value positively influences consumer attitudes, showing that enjoyment and positive emotions associated with UHT milk enhance favorable purchasing behavior. However, environmental value negatively affects consumer attitudes, as consumers may perceive eco-friendly packaging as less convenient. Product knowledge positively influences consumer attitudes, indicating that providing detailed product information can improve consumer perception and behavior. Furthermore, positive consumer behavior attitudes significantly impact the likelihood of repurchasing UHT milk products at Prima Freshmart ETC Brawijaya, emphasizing the importance of maintaining favorable consumer perceptions. These findings suggest that Prima Freshmart can refine its marketing strategies by focusing on health and hedonic values, addressing safety concerns appropriately, and providing comprehensive product knowledge to drive repeat purchases.

The findings suggest several practical implications for Prima Freshmart ETC Brawijaya and businesses in the food sector. Emphasizing the health benefits of products in marketing campaigns can attract health-conscious consumers. Addressing safety concerns transparently and avoiding exaggerated claims can build trust and reduce skepticism. Enhancing the enjoyment and positive emotions associated with products through promotional activities can improve consumer attitudes. Providing detailed product information can enhance consumer understanding and perceptions. Additionally, balancing environmental values with convenience can appeal to eco-conscious consumers without compromising usability. By focusing on these aspects, businesses can enhance consumer satisfaction, drive repeat purchases, and ensure the sustainability of their product offerings.

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NOVELTY STATEMENT

This research will provide a unique insight into the consumer value perceptions affecting livestock product purchases specifically in small retail settings, a perspective that has been underexplored in existing literature. By focusing on a local retailer like Prima Freshmart, the study will contribute new understanding of consumer behavior in this niche market segment.

Jaisy Aghniarahim Putritamara led the project's conceptual development, designed the methodology, handled software aspects, and took charge of the initial draft and subsequent revisions. Tina Sri Purwanti oversaw the project, refined the methodology, managed and validated data, created visualizations, and contributed to reviewing and editing the written work. Budi Hartono provided supervision, helped refine the methodology, assisted with data management, and participated in the review and editing process. Awang Tri Satria supervised the project, contributed to methodology development, created visualizations, conducted investigations, and took part in reviewing and editing. Izdihar Ratnaduhita Hidayat focused on investigative work, validated findings, and assisted with data curation.

CONFLICT OF INTEREST

The authors have declared no conflict of interest.

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