



Consumption Values, Satisfaction, and Repurchase Intention in Traditional Herbal Beverage Consumption: Evidence from Wedang Uwuh Consumers in Yogyakarta, Indonesia

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ABSTRACT

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Traditional herbal beverages carry cultural meaning, perceived health benefits, and locally embedded production, yet little is known about why consumers continue to buy them. This study examines how five consumption values shape satisfaction and repurchase intention for Wedang Uwuh, a Javanese herbal drink. Data were analyzed using partial least squares structural equation modelling with 245 consumers in the Special Region of Yogyakarta, Indonesia. Conditional, emotional, epistemic, and functional values significantly increased satisfaction, and epistemic value was the strongest driver, whereas social value had no effect. Satisfaction was the strongest predictor of repurchase intention. Among the value dimensions, only conditional value influenced repurchase intention directly. Satisfaction fully mediated the effects of emotional, epistemic, and functional values on repurchase intention and partially mediated the effect of conditional value, while social value mattered through neither path. The model showed acceptable fit and strong out-of-sample prediction, confirmed by PLSpredict and a cross-validated predictive ability test. These results position satisfaction as the central route through which value perceptions become repeat purchasing. Producers should strengthen situational relevance, knowledge-based engagement, and overall experience quality to sustain demand for traditional beverages.

1. INTRODUCTION

Sustainable development increasingly depends on consumption patterns that preserve cultural heritage, strengthen local economies, and keep indigenous resources in use. Traditional herbal beverages sit at this intersection. They embody inherited knowledge, perceived health benefits, and locally embedded production, and their continued consumption helps sustain the producers and food traditions that carry them forward. Despite this cultural and economic weight, evidence that explains why consumers keep buying traditional beverages remains thin.

Indonesia holds a deep stock of traditional herbal beverages. Among them, Wedang Uwuh, an herbal drink from the Yogyakarta region of Java, brings together heritage, traditional knowledge, and functional food practice. It is brewed from indigenous ingredients such as ginger, cinnamon, cloves, sappan wood, and nutmeg leaves, and prior work has documented its antioxidant, antibacterial, and health-promoting properties alongside its standing in local culinary heritage [1-3]. The drink therefore offers a concrete case in which cultural meaning and practical benefit are consumed together.

Continued consumption of beverages such as Wedang

Uwuh supports cultural continuity, local producers, and traditional food systems. Yet these products compete with modern beverages and shifting lifestyles, so understanding what keeps consumers returning matters for both heritage preservation and market viability.

To explain that behavior, this study draws on Sheth et al.'s [4] Theory of Consumption Values, which holds that consumer choice rests on five value dimensions: functional, emotional, social, epistemic, and conditional. These dimensions have been applied across sustainable products, food consumption, and repurchase research [5-7]. Functional value is the practical usefulness and quality of a product. Emotional value is the affective benefit it generates. Social value is the social approval and identity it confers. Epistemic value is the curiosity, novelty, and learning it offers, and conditional value is its usefulness under specific situations [6]. For traditional beverages, consumers may pursue several of these at once, seeking health, cultural experience, sensory enjoyment, and contact with traditional knowledge.

Repurchase intention signals long-term loyalty and the durability of traditional beverage markets. Prior work consistently identifies consumer satisfaction as the central mechanism through which perceived value reaches future purchasing [8-10], and studies of sustainable and traditional

foods suggest that consumption values shape repurchase both directly and through satisfaction, though evidence for herbal beverages is scarce [6].

This study addresses two gaps. First, few studies examine how multidimensional consumption values shape satisfaction and repurchase intention for traditional Indonesian beverages. Second, the mediating role of satisfaction in this setting is underexplored. The study integrates the Theory of Consumption Values with consumer satisfaction to explain repurchase intention among Wedang Uwuh consumers in Special Region of Yogyakarta.

The sustainability framing of this study is specific. It concerns the socio-cultural and economic sustainability of a local food system, that is, the continued viability of a heritage beverage market and the local knowledge tied to it, in line with the goals of safeguarding cultural heritage and responsible consumption. The study does not measure environmental indicators such as resource use or sustainable purchasing practices; it examines the consumer-side drivers of continued consumption that underpin this form of sustainability.

Three questions guide the work. How do conditional, emotional, social, epistemic, and functional values influence satisfaction and repurchase intention toward Wedang Uwuh? Does satisfaction influence repurchase intention? Does satisfaction mediate the relationship between consumption values and repurchase intention? In answering them, the study contributes to research on traditional beverage consumption and offers producers practical guidance for sustaining these markets.

2. LITERATURE REVIEW AND HYPOTHESES

2.1 Theory of consumption values

The Theory of Consumption Values [4] frames consumer motivation through five dimensions, functional, emotional, social, epistemic, and conditional, that jointly shape behavior and combine rational and affective considerations [9]. Applying the theory to traditional products requires attention to their distinctive cultural meaning and consumption experience [10].

2.2 Conditional value

Conditional value is the usefulness a product gains when it meets a need under specific circumstances. The theory holds that choice depends not only on inherent attributes but on a product's fit with environmental, social, or personal conditions [4]. Situational relevance shapes evaluations and intentions, and personal relevance can strengthen perceived usefulness, satisfaction, and future purchasing [11-14]. Wedang Uwuh is often consumed in defined situations, for warmth in cold weather and as a response to physical discomfort, which ties its value to consumers' health conditions and surroundings [1-3]. Consumers should therefore feel more satisfied when the beverage meets these situational needs, and a product that reliably delivers under relevant conditions invites repeat purchasing.

H1: Conditional value has a positive and significant effect on consumer satisfaction.

H7: Conditional value has a positive and significant effect on repurchase intention.

2.3 Emotional value

Emotional value is the affective benefit a product generates, including enjoyment, comfort, and nostalgia [4]. Positive affect enriches evaluations beyond function and raises satisfaction [15, 16]. For traditional beverages, emotional value draws on cultural memory, family tradition, and local identity, and food-related nostalgia strengthens bonds with heritage foods and encourages repeated consumption [1-3, 17-19]. Emotional experiences have also been linked to repurchase through memorable consumption and enduring attachment [20-23].

H2: Emotional value has a positive and significant effect on consumer satisfaction.

H8: Emotional value has a positive and significant effect on repurchase intention.

2.4 Epistemic value

Epistemic value is the benefit consumers gain from curiosity, novelty, and learning [4]. Products that offer discovery raise perceived value and satisfaction [14, 24]. Traditional foods embody heritage and authentic experience that invite exploration [25, 26], and consumers engage more when they can learn about cultural significance and distinctive characteristics [27, 28]. Wedang Uwuh, rich in traditional knowledge, offers exactly this opportunity [1-3]. Knowledge acquisition and novelty also support future behavior, since meaningful learning strengthens evaluations and loyalty [14, 29-31].

H3: Epistemic value has a positive and significant effect on consumer satisfaction.

H9: Epistemic value has a positive and significant effect on repurchase intention.

2.5 Functional value

Functional value is the utility derived from a product's performance, quality, and effectiveness, and it is a fundamental driver of evaluation and choice [4]. Practical usefulness and perceived quality raise satisfaction [14, 16, 32, 33]. For Wedang Uwuh, functional value rests on perceived health benefits, warming effects, and antioxidant properties tied to its botanical ingredients [1-3]. Functional value has also been linked to repurchase, directly and through satisfaction and perceived quality, particularly when products are seen as reliable and beneficial [16, 20, 29, 34].

H4: Functional value has a positive and significant effect on consumer satisfaction.

H10: Functional value has a positive and significant effect on repurchase intention.

2.6 Social value

Social value is the utility a product provides through social approval, identity, and group belonging [4]. It can shape evaluations by fostering connectedness and conformity with group norms [11, 14, 32]. In traditional food settings, social value connects to cultural identity and shared heritage, since consumption expresses belonging to local traditions [27, 35-37]. Wedang Uwuh embodies regional heritage that may create such value [1-3], and social interaction within communities can strengthen trust, loyalty, and repurchase [38-41].

H5: Social value has a positive and significant effect on consumer satisfaction.
H11: Social value has a positive and significant effect on repurchase intention.

2.7 Satisfaction as a mediator

Satisfaction is consumers' overall judgment of a consumption experience against prior expectations, and it is a leading determinant of repurchase and loyalty across food, retail, and digital settings [16, 34, 42, 43]. Beyond its direct effect, satisfaction mediates the link between perceived value and repurchase: value perceptions raise satisfaction, which then shapes future buying [16, 29, 44]. This mediating role is especially relevant for traditional foods, where cultural meaning and experience inform choice and satisfaction

converts positive experiences into loyalty [16, 42, 45]. Satisfaction is therefore expected to mediate the effects of the five value dimensions on repurchase intention.
H6: Consumer satisfaction has a positive and significant effect on repurchase intention.
H12-H16: Consumer satisfaction mediates the effect of conditional, emotional, epistemic, functional, and social value, respectively, on repurchase intention.

2.8 Research model

The model applies the Theory of Consumption Values to a traditional Indonesian beverage, a context rarely examined quantitatively, and extends it by estimating effect sizes and assessing predictive ability. The conceptual framework is shown in Figure 1.

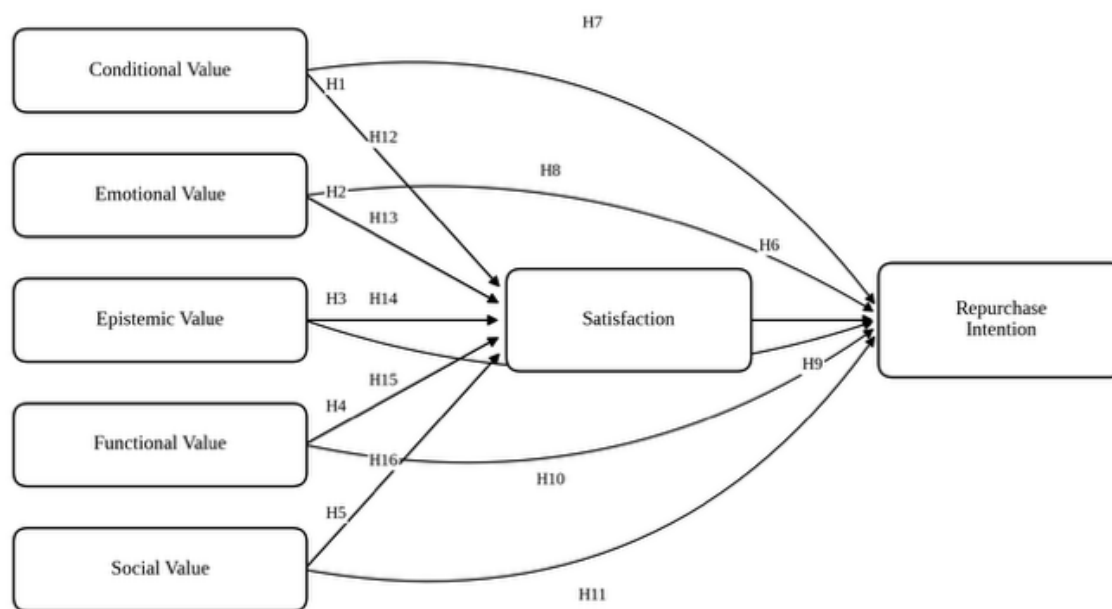


Figure 1. Conceptual framework

3. METHODOLOGY

3.1 Research design

The study used an explanatory quantitative design to examine the relationships among consumption values, satisfaction, and repurchase intention in traditional beverage consumption. Grounded in the Theory of Consumption Values, it treats consumption values as multidimensional antecedents of satisfaction, which in turn shapes repurchase intention. Satisfaction is modelled as the mechanism that converts value perceptions into continued consumption, so repurchase intention is read as the outcome of an evaluative process rather than a direct response to perceived value.

3.2 Sampling and data collection

The target population was consumers who had experience drinking Wedang Uwuh in the Special Region of Yogyakarta, where the beverage is widely available and culturally embedded. Purposive sampling ensured that respondents had relevant consumption experience. A structured, self-administered questionnaire was distributed, participation was

voluntary, and respondents were assured of anonymity and confidentiality. Inclusion required that respondents had consumed Wedang Uwuh at least once in the previous six months, were at least 17 years old, resided in Special Region of Yogyakarta, and provided complete responses. After screening, 245 valid responses were retained.

Minimum sample size was estimated with the inverse square root method, which is more rigorous than the ten-times rule [46]. With a statistical power of 80%, a significance level of 5%, and the smallest anticipated path coefficient of 0.20, the minimum sample size is given by $n_{min} > (2.486 / 0.20)^2 \approx 155$.

The final sample of 245 exceeds this minimum and also satisfies the ten-times rule, providing adequate statistical power for hypothesis testing.

3.3 Measures

The questionnaire operationalized seven constructs drawn from the Theory of Consumption Values [4]: conditional, emotional, epistemic, functional, and social value, consumer satisfaction, and repurchase intention. Items were adapted from validated studies and adjusted to the traditional beverage

context. After an initial content review and the measurement assessment reported in Section 4, two items were removed to protect construct validity: one emotional-value item that captured impression management rather than affect, and one conditional-value item that captured curiosity rather than situational use. Satisfaction was specified as culturally rooted consumption satisfaction, consistent with heritage-product research, and repurchase intention was measured through attribute-based items. The retained items are listed in Table 1, each rated on a five-point Likert Scale from 1 (strongly disagree) to 5 (strongly agree).

3.4 Data analysis

Data were analyzed with partial least squares structural equation modelling (PLS-SEM) in SmartPLS. PLS-SEM suits prediction-oriented research, complex models, and non-normal data with small to medium samples [47]. Analysis proceeded in two stages, measurement and structural assessment [47, 48]. The measurement model was evaluated through indicator loadings, Cronbach's alpha, rho_A, composite reliability, average variance extracted for convergent validity, the heterotrait-monotrait ratio for

discriminant validity, and the variance inflation factor for collinearity, with loadings above 0.70, reliability above 0.70, average variance extracted above 0.50, the heterotrait-monotrait ratio below 0.90, and variance inflation factors below 3.0 treated as acceptable [47, 49]. Because all data came from one self-report questionnaire, common method bias was assessed through the full collinearity approach, in which variance inflation factors below 3.3 indicate that bias is unlikely [50].

The structural model was assessed through the coefficient of determination, effect sizes, and path coefficients, with significance tested by bias-corrected and accelerated bootstrapping using 5,000 subsamples and 95% confidence intervals [47, 51]. Effect sizes of 0.02, 0.15, and 0.35 denote small, medium, and large effects. Predictive ability was examined with PLSpredict, where positive Q²predict values and PLS prediction errors lower than the linear-model benchmark indicates predictive power [52], and with the cross-validated predictive ability test, which compares the model's average loss against naive benchmarks [53]. Model fit was checked with the standardized root mean square residual, where values below 0.08 are acceptable [47, 48].

Table 1. Measurement items

Construct	Code	Item
Conditional value	VC1	I often drink Wedang Uwuh when the weather is cold.
	VC2	When I feel unwell, I prefer to drink Wedang Uwuh.
Emotional value	VE1	Wedang Uwuh reduces my stress levels.
	VE2	Consuming Wedang Uwuh makes me feel entertained and pleased.
Epistemic value	VEP1	Wedang Uwuh satisfies my curiosity about natural beverages.
	VEP2	Wedang Uwuh encouraged me to seek more information about its ingredients.
	VEP3	I am interested in trying Wedang Uwuh as a new experience.
	VEP4	I want to know the health benefits of Wedang Uwuh.
	VEP5	I want to know more about the history and traditions of Wedang Uwuh.
Functional value	VF1	I chose Wedang Uwuh because I believe it offers health benefits.
	VF2	Wedang Uwuh gives my body a warm and comfortable feeling.
	VF3	Wedang Uwuh is rich in antioxidants and good for my body.
Social value	VS1	Consuming Wedang Uwuh strengthens my ties to my local community.
	VS2	Wedang Uwuh is a symbol of togetherness in social gatherings.
	VS3	I feel more accepted in my community when I consume Wedang Uwuh.
Satisfaction	S1	I feel proud to preserve cultural traditions by consuming Wedang Uwuh.
	S2	Wedang Uwuh gives me a deep sense of connection to local heritage.
	S3	I feel emotionally connected to the culture when I consume Wedang Uwuh.
Repurchase intention	RI1	The health benefits encourage me to repurchase.
	RI2	The taste and aroma of this drink encourage me to repurchase.

4. RESULTS AND DISCUSSION

4.1 Respondent characteristics

Table 2. Demographic characteristics of respondents (N = 245)

Characteristic	Category	n	%
Gender	Men	106	43
	Women	139	57
Age	Generation Z (17-27)	81	33
	Generation Y (28-43)	103	42
	Generation X (44-59)	61	25
Occupation	Not working	75	31
	Private employee	109	44
	Civil servant	46	19
	Homemaker	15	6

Of the 245 valid respondents, 57% were women and 43% were men. Generation Y (28-43 years) formed the largest age group at 42%, followed by Generation Z (17-27 years) at 33% and Generation X (44-59 years) at 25%. Private-sector employees made up 44% of the sample, non-working respondents 31%, civil servants 19%, and homemakers 6% (Table 2). The profile points to a broad consumer base, weighted toward working-age women, which fits a beverage valued for both everyday health use and cultural familiarity.

4.2 Measurement model assessment

The measurement model met every reliability and validity criterion (Table 3). All outer loadings fell between 0.772 and 0.943, above the 0.70 benchmark, so each indicator represented its construct well [47]. Cronbach's alpha ranged from 0.803 to 0.868, composite reliability from 0.886 to 0.914,

and rho_A from 0.812 to 0.877, confirming internal consistency without overstatement. Average variance

extracted ranged from 0.654 to 0.841, so every construct explained most of the variance in its own items [49].

Table 3. Reliability and convergent validity

Construct	Item	Loading	α	rho A	CR	AVE
Conditional value	VC1	0.943	0.803	0.877	0.908	0.831
	VC2	0.879				
Emotional value	VE1	0.936	0.812	0.843	0.913	0.840
	VE2	0.897				
Epistemic value	VEP1	0.812	0.868	0.872	0.904	0.654
	VEP2	0.825				
	VEP3	0.772				
	VEP4	0.801				
	VEP5	0.832				
Functional value	VF1	0.888	0.845	0.858	0.906	0.763
	VF2	0.856				
	VF3	0.875				
Social value	VS1	0.886	0.806	0.812	0.886	0.722
	VS2	0.876				
	VS3	0.783				
Satisfaction	S1	0.852	0.845	0.848	0.906	0.763
	S2	0.881				
	S3	0.887				
Repurchase intention	RI1	0.916	0.812	0.812	0.914	0.841
	RI2	0.919				

Discriminant validity held. All heterotrait-monotrait ratios stayed below the conservative 0.90 limit, the highest being 0.828 between satisfaction and repurchase intention (Table 4), so the constructs are empirically distinct even where they are conceptually close. Collinearity was not a concern, with all variance inflation factors between 1.448 and 2.390, far below 3.0 (Table 5). Because every value also sits beneath the 3.3 full-collinearity threshold, the same statistics indicate that common method bias is unlikely to distort the model despite the single-source design [50].

Table 4. Discriminant validity (HTMT)

	CV	EV	EPV	FV	RI	SAT	SV
CV							
EV	0.495						
EPV	0.491	0.626					
FV	0.315	0.785	0.596				
RI	0.520	0.555	0.641	0.580			
SAT	0.503	0.722	0.730	0.679	0.828		
SV	0.695	0.692	0.603	0.485	0.470	0.543	

Table 5. Collinearity assessment (VIF)

Item	VIF	Item	VIF	Item	VIF
VC1	1.819	VEP2	2.187	VF3	2.166
VC2	1.819	VEP3	1.831	VS1	2.390
VE1	1.880	VEP4	2.103	VS2	2.152
VE2	1.880	VEP5	2.275	VS3	1.448
VEP1	1.912	VF1	1.977	S1	1.871
VF2	1.976	S2	2.039	S3	2.294
RI1	1.874	RI2	1.874		

4.3 Model fit and predictive relevance

The standardized root mean square residual was 0.064, below the 0.08 cutoff, signalling a small gap between the observed and model-implied correlations, and the normed fit index was 0.759 (Table 6) [47]. Predictive relevance was strong. PLSpredict returned positive Q²predict values for every indicator, and the PLS model produced lower prediction

error than the linear benchmark across all indicators, which marks high predictive power [52]. At the construct level, Q²predict reached 0.505 for satisfaction and 0.363 for repurchase intention (Table 7). The cross-validated predictive ability test reinforced this result: the model's average loss was significantly smaller than both the indicator-average benchmark ($p < 0.001$) and the linear-model benchmark ($p < 0.05$), confirming genuine prediction rather than sample fitting (Table 8) [53].

Table 6. Model fit

Index	SRMR	d ULS	d G	NFI
Value	0.064	0.851	0.480	0.759

Table 7. PLSpredict (construct level)

Construct	Q ² predict	RMSE	MAE
Satisfaction	0.505	0.712	0.551
Repurchase intention	0.363	0.806	0.607

Table 8. Cross-validated predictive ability test (CVPAT)

Construct	PLS loss	IA loss	p	LM loss	p
Satisfaction	0.448	0.725	0.000	0.479	0.029
Repurchase intention	0.592	0.849	0.000	0.632	0.035
Overall	0.506	0.774	0.000	0.540	0.007

4.4 Structural model and hypothesis testing

The model explained 53.4% of the variance in satisfaction and 52.0% in repurchase intention, both moderate (Table 9). Bootstrapping produced the path estimates in Table 10, and six of the eleven direct hypotheses were supported. Four value dimensions raised satisfaction: epistemic value carried the most weight ($\beta = 0.339$, $p < 0.001$), followed by emotional value ($\beta = 0.230$, $p = 0.001$), functional value ($\beta = 0.224$, $p < 0.001$), and conditional value ($\beta = 0.146$, $p = 0.008$), so H1 to

H4 held. Social value had no effect on satisfaction ($\beta = -0.022$, $p = 0.768$), rejecting H5. Satisfaction was the dominant predictor of repurchase intention ($\beta = 0.509$, $p < 0.001$, $f^2 = 0.252$), supporting H6. Among the value dimensions, only conditional value reached repurchase directly ($\beta = 0.161$, $p = 0.016$), supporting H7; emotional, epistemic, functional, and social values showed no direct path, rejecting H8 to H11. The result points to one mechanism, satisfaction, that channels most value perceptions into intention.

Figure 2 summarizes the structural model with standardized path coefficients and their significance.

The discussion follows the dimensions in turn. Conditional value was the only value that pushed consumers toward repurchase on its own, and it also fed satisfaction. This fits the theory's claim that a product gains worth when it answers a

specific circumstance [4]. Wedang Uwuh is consumed in defined situations, in cold weather and when the body feels unwell, and that contextual fit raises both the evaluation of the experience and the willingness to return to it [11, 12]. The drink's standing as a warming, restorative beverage anchors this dimension [1, 2]. For a traditional product, occasion-bound usefulness is not a minor attribute but the one cue that moves purchasing directly.

Table 9. Explanatory power (R^2)

Endogenous Construct	R^2	Adjusted R^2	Interpretation
Satisfaction	0.534	0.524	Moderate
Repurchase intention	0.520	0.508	Moderate

Table 10. Direct effects and hypothesis testing

H	Path	β	t	p	95% CI	f^2	Decision
H1	CV $\rightarrow$ SAT	0.146	2.651	0.008	0.035-0.252	0.030	Supported
H2	EV $\rightarrow$ SAT	0.230	3.240	0.001	0.092-0.371	0.051	Supported
H3	EPV $\rightarrow$ SAT	0.339	4.762	0.000	0.197-0.475	0.147	Supported
H4	FV $\rightarrow$ SAT	0.224	3.558	0.000	0.098-0.344	0.057	Supported
H5	SV $\rightarrow$ SAT	-0.022	0.295	0.768	-0.168-0.128	0.001	Not supported
H6	SAT $\rightarrow$ RI	0.509	5.548	0.000	0.335-0.690	0.252	Supported
H7	CV $\rightarrow$ RI	0.161	2.418	0.016	0.027-0.288	0.035	Supported
H8	EV $\rightarrow$ RI	-0.050	0.786	0.432	-0.180-0.068	0.002	Not supported
H9	EPV $\rightarrow$ RI	0.135	1.699	0.089	-0.021-0.286	0.020	Not supported
H10	FV $\rightarrow$ RI	0.119	1.788	0.074	-0.007-0.251	0.015	Not supported
H11	SV $\rightarrow$ RI	-0.026	0.381	0.703	-0.160-0.111	0.001	Not supported

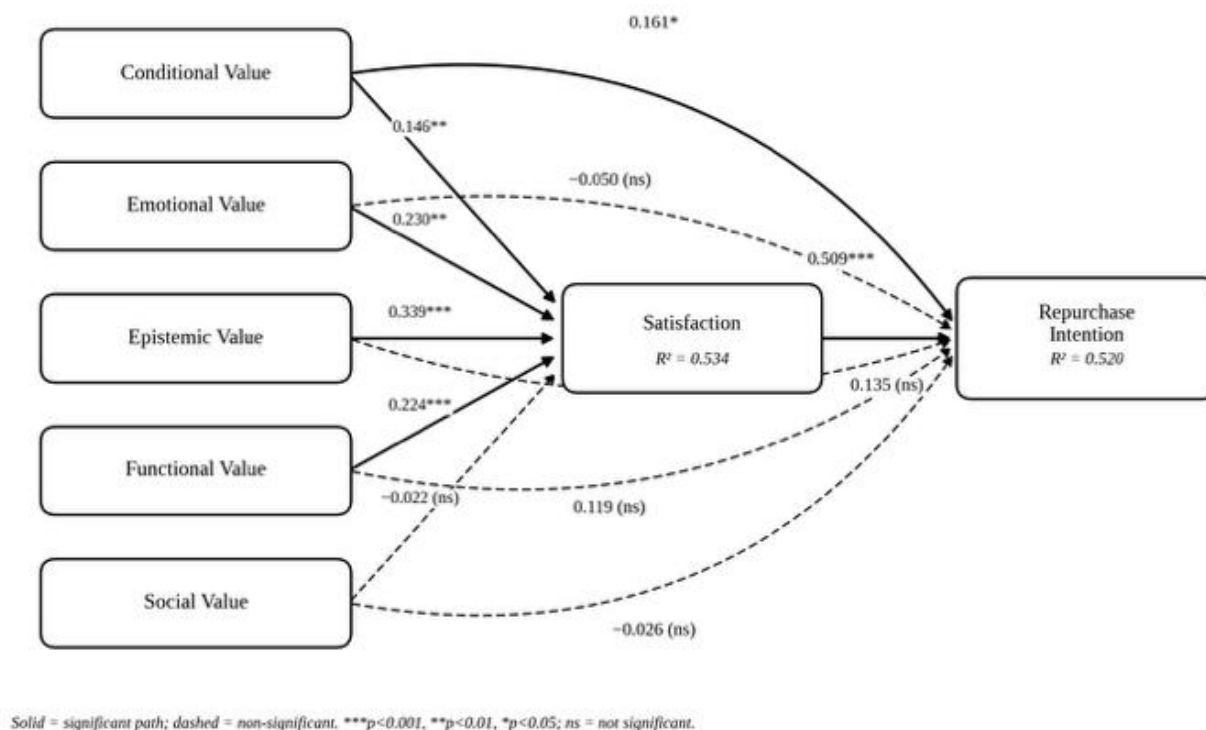


Figure 2. Structural model with standardized path coefficients

Emotional value lifted satisfaction but did not move repurchase directly, and its direct coefficient was slightly negative and non-significant. Consumers draw comfort and pleasure from a beverage tied to memory and heritage, and that feeling registers in satisfaction [16, 17]. Yet enjoyment alone did not translate into stated intention to buy again. The emotional pull of Wedang Uwuh appears to work on

repurchase only once it has been absorbed into overall satisfaction, a pattern reported for emotionally loaded food experiences [18, 34].

Epistemic value was the strongest force behind satisfaction, the most distinctive result of the study. Consumers gain something from discovering the ingredients, the preparation, and the heritage of the drink, and that discovery makes the

experience more satisfying [24, 25, 28]. Epistemic value did not reach repurchase directly, but its total effect on repurchase was the largest of any value dimension ($\beta = 0.308$, $p < 0.001$), carried through satisfaction. Wedang Uwuh competes less on taste or convenience than on the cultural knowledge it offers, and that knowledge is what consumers reward [1, 3, 26, 30].

Functional value improved satisfaction but did not drive repurchase directly. Consumers recognize the practical and wellness properties of the drink, and this shape how well the experience meets expectations [16, 33]. The benefits appear to be treated as a baseline rather than a reason to return, so their influence on repurchase travels through satisfaction rather than around it [29, 34]. For heritage beverages, utilitarian merit supports the experience without setting it apart.

Social value played no role at any stage, with no effect on satisfaction or repurchase. Wedang Uwuh is consumed for personal and situational reasons rather than display, so it does not function as a social signal. The result echoes food studies where utilitarian, hedonic, and curiosity motives outweigh prestige [20, 25], and it contrasts with luxury settings where social value drives purchasing [15]. Once a product is

culturally normalized, its consumption no longer carries a status message.

Satisfaction was the single strongest predictor in the model, and its effect on repurchase dwarfed every value dimension. Consumers who judged the overall experience favorably were far more likely to intend to buy again, in line with evidence across food and service settings [16, 43, 44]. The size of this path is the reason the value dimensions reach repurchases mainly through it rather than past it.

4.5 Mediation analysis

The indirect-effect tests clarify how value becomes repeat purchasing (Table 11). Satisfaction significantly mediated four of the five value-to-repurchase relationships. The strongest indirect path ran from epistemic value ($\beta = 0.173$, $p < 0.001$), followed by emotional value ($\beta = 0.117$, $p = 0.008$), functional value ($\beta = 0.114$, $p = 0.002$), and conditional value ($\beta = 0.074$, $p = 0.020$), supporting H12 to H15. The path from social value was not significant ($\beta = -0.011$, $p = 0.774$), rejecting H16.

Table 11. Specific indirect effects through satisfaction

H	Path	β	t	p	95% CI	Decision
H12	CV $\rightarrow$ SAT $\rightarrow$ RI	0.074	2.325	0.020	0.016-0.142	Supported
H13	EV $\rightarrow$ SAT $\rightarrow$ RI	0.117	2.644	0.008	0.041-0.215	Supported
H14	EPV $\rightarrow$ SAT $\rightarrow$ RI	0.173	3.568	0.000	0.087-0.276	Supported
H15	FV $\rightarrow$ SAT $\rightarrow$ RI	0.114	3.026	0.002	0.047-0.194	Supported
H16	SV $\rightarrow$ SAT $\rightarrow$ RI	-0.011	0.288	0.774	-0.089-0.066	Not supported

Combining the direct and indirect results gives a clean mediation typology. Emotional, epistemic, and functional values show indirect-only mediation, reaching repurchase exclusively through satisfaction. Conditional value shows complementary mediation, acting both directly and through satisfaction. Social value shows no effect on either route. One nuance deserves care: emotional value has a significant indirect effect yet a non-significant total effect on repurchases ($\beta = 0.067$, $p = 0.330$; Table 12), because its small negative direct path offsets the positive indirect one. Emotional value should therefore be read as supporting repurchase only as it raises satisfaction. The wider lesson is that satisfaction is the conversion point of the model. Cognitive, affective, and utilitarian value perceptions become intention through the quality of the overall experience, and only situational relevance bypasses that step [16, 34, 44].

Table 12. Total effects on repurchase intention

Path	β	t	p
CV $\rightarrow$ RI	0.236	3.242	0.001
EV $\rightarrow$ RI	0.067	0.974	0.330
EPV $\rightarrow$ RI	0.308	3.749	0.000
FV $\rightarrow$ RI	0.234	3.311	0.001
SV $\rightarrow$ RI	-0.037	0.476	0.634
SAT $\rightarrow$ RI	0.509	5.548	0.000

5. CONCLUSIONS

This study analyzed how consumption values drive satisfaction and repurchase intention for Wedang Uwuh, drawing on survey data from 245 consumers in Yogyakarta and a partial least squares structural equation model. Four of

the five value dimensions raised satisfaction. Conditional, emotional, epistemic, and functional values all contributed, with epistemic value the strongest, while social value did not register. Satisfaction, in turn, was the dominant predictor of repurchase intention.

The structural pattern is clear about how value becomes repeat purchasing. Only conditional value reached repurchase through a direct path. Emotional, epistemic, and functional values reached it almost entirely through satisfaction, which fully mediated their effects, and conditional value worked through both routes at once. Social value remained inactive in every path. Satisfaction therefore operates as the mechanism that converts what consumers value into the intention to buy again, and epistemic value matters most because it feeds that mechanism rather than because it pushes purchasing on its own.

The work extends the Theory of Consumption Values to a culturally embedded traditional beverage and shows that the dimensions carry unequal weight in this setting. For producers, the practical message is to build situational relevance, invite curiosity and learning about ingredients and heritage, and protect the quality of the experience, since these feed satisfactions and, through it, continued demand.

Several limits frame these conclusions. The design is cross-sectional, so it captures perceptions at one point rather than change over time. It covers a single beverage in one region, which bounds generalization. Repurchase intention was measured through attribute-based items and satisfaction through culturally rooted items, so future studies should apply validated behavioral-intention and overall-satisfaction scales. Adding constructs such as perceived authenticity, trust, and health consciousness, and comparing traditional products across regions, would test how far the present pattern holds.

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