



Understanding Repurchase Intention in Digital Consumption: The Role of Perceived Benefits, Gamification, Online Persuasion, and Consumer Attitude

Cindy Theodora*, Barkah, Harry Setiawan, Ramadania, Bintoro Bagus Purmono

Universitas Tanjungpura, Indonesia

Email : cindytheodo@gmail.com

DOI: <https://doi.org/10.61987/jemr.v5i3.2016>

ABSTRACT

Keywords:

Repurchase Intention,
Consumer Attitude,
Digital Marketing
Strategy

*Corresponding Author

This study aims to examine the influence of perceived benefits, gamification, and online persuasion on repurchase intention, with consumer attitude serving as a mediating variable. A quantitative survey approach was employed by collecting data from 294 respondents who had prior experience purchasing from digital-based coffee shop services. The sampling technique used purposive sampling, and the data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results reveal that perceived benefits, gamification, and online persuasion have positive and significant effects on both consumer attitude and repurchase intention. Furthermore, consumer attitude significantly mediates the relationship between these three variables and repurchase intention, indicating that consumers' evaluative responses play a crucial role in translating digital marketing stimuli into repeat purchase behavior. These findings highlight the importance of enhancing interactive digital features, emphasizing both functional and emotional value, and developing culturally relevant online communication strategies. Such strategies can strengthen consumer attitudes, improve engagement with digital platforms, and ultimately encourage stronger repurchase intention among consumers in increasingly competitive digital service environments.

Article History:

Received: January 2026; Revised: February 2026; Accepted: March 2026

Please cite this article in APA style as:

Theodora, C., Barkah, B., Setiawan, H., Ramadania, R., & Purmono, B. B. (2026). Understanding Repurchase Intention in Digital Consumption: The Role of Perceived Benefits, Gamification, Online Persuasion, and Consumer Attitude. *Journal of Educational Management Research*, 5(3), 2617-2635.

INTRODUCTION

The rapid expansion of the coffee industry has become a significant phenomenon in contemporary consumer culture, particularly in urban societies where lifestyle consumption increasingly shapes daily routines. Coffee consumption today is not merely associated with beverage intake but also reflects social interaction, productivity, and identity formation among modern consumers. This trend is supported by data from Coffee Report and Outlook

(2023), which indicates that Asia accounts for approximately 25.9% of global coffee consumption, making it one of the fastest-growing regions after Europe. In Southeast Asia, several countries have experienced consistent growth in coffee consumption, with average consumption reaching six to seven cups per week and an industry growth projection of around 5% annually, potentially reaching USD 1.2–1.29 billion by 2027 (Consultancy Asia, 2025). These developments illustrate how the coffee sector has evolved into an influential component of the food and beverage industry. Consequently, understanding consumer behavior within this sector has become increasingly important, as it provides insights into how businesses can sustain competitiveness while responding to evolving lifestyle preferences and consumption patterns in modern societies.

Despite the remarkable growth of the coffee industry, businesses within this sector face increasing competition and challenges in maintaining consumer loyalty. The rapid emergence of modern coffee shops, digital ordering systems, and delivery platforms has intensified competition among brands offering similar products and experiences. As consumers are exposed to a wide variety of alternatives, maintaining repurchase intention has become a critical challenge for businesses seeking sustainable growth. Repurchase intention represents a consumer's willingness to buy a product again after previous consumption experiences, and it is often influenced by psychological evaluations and perceived value. However, in highly competitive markets, consumers frequently switch brands when they perceive better value, experience dissatisfaction, or encounter more attractive promotional strategies from competitors. This dynamic creates uncertainty for businesses attempting to maintain long-term relationships with customers. Therefore, understanding the determinants that shape consumer attitudes and influence repurchase intention is essential for developing effective marketing strategies that strengthen customer retention and long-term business sustainability.

The growing popularity of coffee consumption among younger generations further illustrates the transformation of coffee shops into lifestyle-oriented spaces. In many urban areas, coffee shops have become multifunctional environments where individuals engage in social interaction, remote work, and creative activities. Cultural shifts among younger consumers have also contributed to this phenomenon, as many individuals increasingly prefer non-alcoholic beverages such as coffee as part of a healthier and more socially acceptable lifestyle (RRI, 2026). In addition, coffee consumption has gradually become embedded in everyday routines, particularly among younger populations who view coffee shops not only as places to purchase beverages but also as environments for socialization and productivity (Kompas.id, 2023). This lifestyle transformation has encouraged coffee shop businesses to adopt innovative marketing approaches, particularly those that integrate digital technology, personalized experiences, and interactive engagement strategies. As

a result, businesses must continuously adapt their marketing strategies to meet evolving consumer expectations and sustain customer engagement in an increasingly digitalized consumption environment.

Previous studies have explored several factors that influence repurchase intention in consumer behavior research. One of the most frequently examined determinants is perceived benefit, which refers to the consumer's evaluation of the functional and emotional value obtained from a product or service. Empirical evidence suggests that higher perceived benefits can significantly increase consumer satisfaction and repurchase intention (Nurcholis & Ferdianto, 2021; Yin et al., 2019). According to Minocha et al. (2025), consumers who perceive greater benefits from a product tend to make rational purchasing decisions and are more likely to repeat their purchases. However, some studies indicate that the relationship between perceived benefit and repurchase intention is not always consistent. For instance, Ferreira et al. (2025) and Yeo et al. (2021) argue that poor service quality may reduce customer satisfaction, thereby weakening the influence of perceived benefits on repurchase intention. These findings suggest that the relationship between perceived benefit and repurchase behavior is complex and may involve additional psychological factors that mediate or moderate this relationship.

Another factor that has attracted attention in recent marketing research is gamification, which involves the application of game-like elements such as rewards, challenges, or points to enhance user engagement. Gamification strategies are widely implemented in digital platforms to increase customer interaction and strengthen emotional engagement with brands. Lopes et al. (2025) found that gamification not only encourages consumer participation but also positively influences consumer attitudes and perceived benefits. Similarly, Magpusao (2024) reported that gamified digital platforms significantly improve consumer engagement and increase responsiveness to persuasive marketing messages, ultimately encouraging repurchase intention. In addition to gamification, online persuasion strategies—such as visual design, persuasive communication, and social proof—have also been found to influence consumer perceptions and purchasing behavior. Effective digital communication can strengthen consumer trust and satisfaction, thereby increasing the likelihood of repeat purchases (Priscillia et al., 2021; Cyr et al., 2018). Nevertheless, the effectiveness of these strategies may vary depending on product categories, consumer characteristics, and cultural contexts (Hugh et al., 2022; Kwak et al., 2021; Wang et al., 2022).

Although previous studies have examined the relationships among perceived benefits, gamification, online persuasion, and consumer behavior, the findings remain inconsistent and context dependent. Some studies emphasize the role of digital application features such as ease of navigation, personalization, and visual design in influencing post-purchase behavior (Chen et al., 2025).

Others highlight the importance of social interaction elements, including user reviews and community engagement, in strengthening repurchase intention (Herzallah & Al-Sharafi, 2025). However, the combined influence of perceived benefit, gamification, and online persuasion in shaping consumer attitude and repurchase intention has not been extensively examined within an integrated theoretical framework. Moreover, many previous studies focus primarily on developed markets, leaving limited understanding of how these factors interact in emerging consumer markets. Addressing this gap is important because consumer behavior in such contexts may be influenced by different cultural values, digital adoption levels, and lifestyle dynamics.

To address these research gaps, this study proposes an integrated model that examines how perceived benefit, gamification, and online persuasion influence repurchase intention through the mediating role of consumer attitude. The theoretical framework of this research is grounded in the Theory of Planned Behavior (TPB), which emphasizes the importance of attitude as a key determinant of behavioral intention (Ajzen, 1991). Within this framework, consumer attitude functions as an evaluative mechanism that translates marketing stimuli into behavioral intentions. By integrating digital marketing variables within the TPB framework, this study aims to provide a more comprehensive understanding of how psychological and technological factors jointly shape consumer repurchase behavior. The findings of this research are expected to contribute both theoretically and practically. From a theoretical perspective, the study enriches consumer behavior literature by developing an integrated model of repurchase intention in digital consumption contexts. From a managerial perspective, the results may offer insights for businesses in designing more effective digital marketing strategies that enhance consumer attitudes and strengthen long-term customer relationships.

RESEARCH METHODS

This study employed a quantitative research design using a survey method to examine causal relationships among variables. The quantitative approach was selected because it enables researchers to test theoretical relationships and measure the influence of independent variables on dependent variables using statistical analysis. Specifically, this research falls within the category of causal associative research, aiming to analyze the effect of Perceived Benefit, Gamification, and Online Persuasion on Repurchase Intention, with Customer Attitude acting as a mediating variable. A quantitative approach is considered appropriate because it allows the measurement of consumer perceptions and behavioral intentions in a structured and objective manner through numerical data and statistical modeling.

The study was conducted among consumers who have experience purchasing beverages from a digital-based coffee retail service and using its

mobile ordering application. The selection of this research context was based on the rapid growth of digital coffee retail services that integrate online ordering, mobile applications, and interactive marketing strategies. Such an environment provides a relevant context for examining how perceived benefits, gamification features, and online persuasion influence consumer attitudes and repurchase intentions in digital consumption settings.

Primary data were collected through an online survey questionnaire distributed via Google Forms. The questionnaire was disseminated through social media platforms and online communities using a non-probability sampling technique, specifically purposive sampling, to ensure that respondents met predetermined criteria. The inclusion criteria were: (1) individuals aged 16–44 years, (2) those who had purchased beverages through the digital platform either online or offline within the last three months, (3) individuals residing in Indonesia, and (4) consumers who conducted transactions at least twice per month.

The questionnaire used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure respondents' perceptions and attitudes. The data collection process involved several stages. First, screening questions were included to verify the eligibility of respondents. Second, the survey link was distributed through snowball sampling, including postings in coffee enthusiast communities on Instagram, X (formerly Twitter), and TikTok, as well as sharing in university WhatsApp groups. The data collection period was conducted from 23 December 2025 to 5 January 2026. Following the recommendation of Hair et al. (2021), the minimum sample size was determined using the rule of ten times the number of indicators. With a total of 25 indicators, the minimum required sample size was 250 respondents. However, to enhance data representativeness and stability of the structural model estimation, this study targeted 294 respondents, which is considered adequate for PLS-SEM analysis.

Before the main survey, a pilot study involving 40 respondents was conducted to test the clarity and initial reliability of the instrument. The results indicated that all constructs achieved Cronbach's Alpha values above 0.70, confirming that the instrument was reliable and suitable for the main data collection.

The measurement indicators were adapted from prior studies, including Perceived Benefit from Pillai et al. (2022), Gamification from Aparicio et al. (2021) and De Canio et al. (2021), Online Persuasion from Pillai et al. (2022b), Customer Attitude from Yeo et al. (2017), and Repurchase Intention from Tho et al. (2017). The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS version 4.1. The analysis followed several stages. First, data condensation (data reduction) was performed

to ensure the completeness and relevance of the collected responses by screening and organizing the dataset. Second, data display was conducted by presenting the processed data in tables, measurement models, and structural models to facilitate interpretation of relationships among variables. Third, data verification was carried out by testing the measurement and structural models to confirm the validity and reliability of the research findings.

Based on the analytical procedures proposed by Muhson (2022), the evaluation included: (1) Outer model assessment, which examined convergent validity (outer loading > 0.70; AVE > 0.50), discriminant validity (cross loading and Fornell-Larcker criterion), and construct reliability (Composite Reliability 0.70–0.90; Cronbach’s Alpha > 0.70); (2) Model fit evaluation, using criteria such as SRMR < 0.10 and Q² > 0; and (3) Inner model evaluation, which assessed the strength of relationships through R² values and tested hypotheses using bootstrapping procedures with significance criteria of t-statistic > 1.65 and p-value < 0.05.

To ensure the trustworthiness of the data, several validity and reliability checks were conducted. Instrument validity was assessed through convergent validity and discriminant validity, while reliability was examined using Composite Reliability and Cronbach’s Alpha. In addition, the pilot study conducted prior to the main survey ensured that the questionnaire items were clearly understood by respondents and produced consistent responses. These procedures ensured that the research instrument and analytical results were methodologically sound, reliable, and valid for hypothesis testing.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

The respondent profile analysis in this survey is based on the following demographics:

Table 1. Respondent Characteristics

Sample characteristics		(n =294)			
Category	Item	f	%	Total	
Gender	Male	70	23,8		
	Female	224	76,2	294	
Age	17-25 Years	210	71,4		
	26-35 Years	65	22,1		
	36-45 Years	17	5,8		
	>44 Years	2	0,7	294	
Domicile	Jawa	203	69,5		
	Kalimantan	31	12,2		
	Sumatera	36	10,5		

	Sulawesi	18	6,1	
	Papua	6	2	294
Education	Junior High School/Equivalent	5	1,7	
	High School/Vocational High School/Equivalent	169	57,5	
	Diploma (D1/D2/D3/D4)	20	6,8	
	Bachelor's Degree (S1)	94	32	
	Postgraduate (S2/S3)	6	2	294
	Student/College Student	182	61,9	
Job	Private Employee	67	22,8	
	Self-Employed	20	6,8	
	Public Servant	18	6,1	
	Educator	5	1,7	
	Housewife	1	0,3	
	Entrepreneur	1	0,3	294
	Frequency of Coffee Purchase in the Last Month	< 1 time	0	0
2-3 times		118	40,1	
3-4 times		133	45,2	
>4 times		43	14,6	294
Average Monthly Coffee Expenditure	<Rp100.000	40	13,6	
	Rp100.000 – Rp199.000	106	36	
	Rp200.000 – Rp399.000	101	34,3	
	Rp400.000 – Rp699.000	29	9,8	
	>Rp700.000	18	6,1	294

Data source: questionnaire processed by the author, 2026

Based on respondent characteristics, this study shows that the respondent composition is dominated by women (76.19%), while men account for 23.81%. The dominance of female respondents indicates that Fore Coffee has a strong appeal, which may be due to several factors, such as a preference for the coffee shop's ambiance, aesthetic and attractive menu options, and women's tendency to use coffee shops as a place to socialize, work, and relax. This finding aligns with the trend of coffee consumption as part of a modern lifestyle and self-expression. This can be a strategic consideration for Fore Coffee in designing products, promotions, and customer experiences that better suit this segment.

In terms of age, the majority of respondents were between 17 and 25 years old (71.43%), followed by those aged 26 and 35 (22.11%), indicating that Fore Coffee consumers are predominantly young. This aligns with their educational attainment, with most respondents having a high school/vocational high school/equivalent (57.48%) and a bachelor's degree (31.97%), and with the majority of respondents' occupations as students (61.90%) and private sector employees (22.79%).

Based on domicile, the majority of respondents came from Java (69.05%), indicating that Fore Coffee consumers are still concentrated in areas with high

urbanization rates. Furthermore, in terms of average monthly coffee expenditure, the majority of respondents had expenditures in the range of IDR 100,000–IDR 199,000 (36.05%) and IDR 200,000–IDR 399,000 (34.35%), indicating that Fore Coffee consumers are predominantly from the middle-income group. Based on the frequency of Fore Coffee purchases in a month, most respondents made purchases 3–4 times (45.2%), followed by 2–3 times (40.1%), and more than 4 times (14.6%). This pattern indicates that the majority of respondents have a fairly high purchase intensity, reflecting repeat purchase behavior and consumer interest in consuming Fore Coffee products continuously. Overall, the characteristics of the respondents indicate that Fore Coffee is highly sought after by young, active, digitally savvy consumers who consider coffee a part of their daily lifestyle.

Measurement Model Results

The results of the suitability, validity, and reliability tests are as follows:

Table 2. Convergent Validity and Composite Reliability

Construct	Items	Statements	Loading Factors	Cronbach's Alpha	CR	AVE
Perceived Benefit	PB1	I feel that Fore Coffee is easily accessible both in terms of location and online ordering.	0.870	0.924	0.940	0.724
	PB2	The process of ordering food and beverages at Fore Coffee is very practical.	0.843			
	PB3	I believe that Fore Coffee maintains consistent product quality in accordance with applicable regulations such as BPOM and Halal certification.	0.864			
	PB4	Fore Coffee rarely makes mistakes in serving food and beverages.	0.809			
	PB5	Fore Coffee offers a variety of food and beverage menu options that suit my preferences.	0.860			
	PB6	I feel that Fore Coffee provides diverse menu options so that it does not become boring.	0.858			

Gamification	GM1	When I use the Fore Coffee application, I feel like I am playing a game.	0.809	0.892	0.920	0.698
	GM2	I complete missions (tasks) such as "Share The Sip" available in the Fore Coffee application.	0.811			
	GM3	I enjoy using the Fore Coffee application because it allows me to collect rewards similar to those in games.	0.848			
	GM4	Features such as membership status make me more interested in using the Fore Coffee application.	0.843			
	GM5	The point system in the Fore Coffee application makes me more interested in using it.	0.866			
Online Persuasion	OP1	The reasons presented in Fore Coffee's online promotions convince me to consider their products.	0.854	0.896	0.923	0.706
	OP2	Fore Coffee's online visual appearance (product images and promotional designs) attracts my attention.	0.843			
	OP3	The Fore Coffee application/website is easy to use for finding product information.	0.828			
	OP4	Fore Coffee provides a space for customers to connect with each other through online platforms.	0.834			
	OP5	The presence of Fore Coffee staff or administrators feels real in online communication.	0.844			
Customer Attitude	CA1	I find the menu offered by Fore Coffee very attractive.	0.844	0.879	0.917	0.734
	CA2	I have a positive evaluation of the menu items offered by Fore Coffee.	0.852			

	CA3	I think purchasing products offered by Fore Coffee would be very enjoyable.	0.857			
	CA4	I like the menu offered by Fore Coffee.	0.872			
Repurchase Intention	RI1	I would recommend Fore Coffee to others.	0.871	0.871	0.912	0.722
	RI2	I prefer Fore Coffee compared to other coffee shops.	0.797			
	RI3	I am interested in seeking the latest information about Fore Coffee products.	0.841			
	RI4	I plan to purchase Fore Coffee products again in the near future.	0.886			

Source: Processed by the Author, 2026

Based on Table 4.2, the Outer Loading results for each statement meet the requirements (>0.7). According to Hair et al. (2021), an Outer Loading value greater than 0.7 is acceptable. This proves that the Outer Loading value for each construct is adequate and meets the validity criteria. The Cronbach's Alpha value for each variable is greater than 0.7, and the Average Variance Extracted (AVE) value for each variable is greater than 0.5. These results indicate that the Cronbach's Alpha and AVE values for each variable meet the requirements for Convergent Validity, meaning that the variable or construct with these values meets the validity criteria (Hair et al., 2021). The test results indicate that the research indicators have good representativeness of the constructs being measured and demonstrate strong reliability and internal consistency to support model analysis.

Discriminant Validity

Table 3. Discriminant Validity - HTMT (Heterotrait-Monotrait Ratio)

	CA	GM	OP	PB	RI
CA					
GM	0.607				
OP	0.611	0.576			
PB	0.612	0.582	0.614		
RI	0.589	0.609	0.607	0.619	

Source: SmartPLS 4.1 output, (2026)

Table 4.3 shows the results of the discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT) approach. All correlation values between

constructs are below the threshold of 0.90. This indicates that each construct in the model Perceived benefit, Gamification, Online persuasion, Customer attitude, and Repurchase intention has clear distinctions and no conceptual overlap. This indicates that this model can be considered to have met the criteria for discriminant validity.

Tabel 4. Discriminant Validity Fornell Larcker

	CA	GM	OP	PB	RI
CA	0.856				
GM	0.540	0.836			
OP	0.545	0.516	0.841		
PB	0.554	0.532	0.559	0.851	
RI	0.521	0.543	0.537	0.556	0.849

Source: Processed by Researchers, 2026

Based on the results of the discriminant validity test using the Fornell-Larcker Criterion, it can be seen that the square root of the AVE (shown in bold, for example, Customer Attitude = 0.856; Gamification = 0.836; Online Persuasion = 0.841; Perceived Benefit = 0.851; and Repurchase Intention = 0.849) is greater than the correlations between constructs in the corresponding rows and columns. This indicates that each construct in the research model has good discriminant validity, as each construct is more capable of explaining the variance of its own indicator compared to the variance explained by other constructs. This finding confirms that the $\sqrt{\text{AVE}}$ value for each construct exceeds the correlation between constructs. Thus, the discriminant validity requirement based on the Fornell-Larcker criterion has been met, and the model can be declared valid and proceed to inner model testing.

Inner Model Test

Tabel 5. R-square

	R-square	R-square adjusted
CA	0.432	0.426
RI	0.445	0.438

Source: Processed by Researchers, 2026

The R-square value is used to determine the extent of influence of variable X on variable Y, with criteria of >0.75 being substantial, 0.50–0.75 being moderate, and 0.25–0.50 being moderate (Hair et al., 2021). Variable Y in this study is Repurchase Intention, categorized as "weak," meaning that 0.445, or 44.5% of the Repurchase Intention variable is influenced by the variables discussed in this study, while the remaining 55.5% is influenced by other variables. There is also a mediating variable in this study, namely Customer Attitude, categorized as "weak," meaning that 0.432, or 43.2% of the Customer Attitude variable is

influenced by the variables discussed in this study, while the remaining 56.8% is influenced by other variables. However, considering that both variables are psychological in nature and influenced by various external factors, the R-square value is still acceptable and reflects the model's ability to realistically explain consumer behavior.

Tabel 6. Goodness of Fit Model

	<i>Saturated model</i>	<i>Estimated model</i>
SRMR	0.045	0.045
d_ ULS	0.608	0.608
d_ G	0.296	0.296
Chi-square	526.487	526.487
NFI	0.892	0.892

Model Fit Analysis is based on the evaluation of the Standardized Root Mean Residual (SRMR) and the Normed Fit Index (NFI). SRMR is acceptable if it has a value > 0.08 , and NFI is acceptable if it has a value ≥ 0.8 . In this study, the model fit is acceptable because the SRMR value is 0.045 (< 0.08) and the NFI value is 0.892 (> 0.8).

Examination of the Inner Model or Structural Model

The results of the hypothesis testing in the SEM-PLS analysis were conducted through bootstrapping and produced the following model diagram.

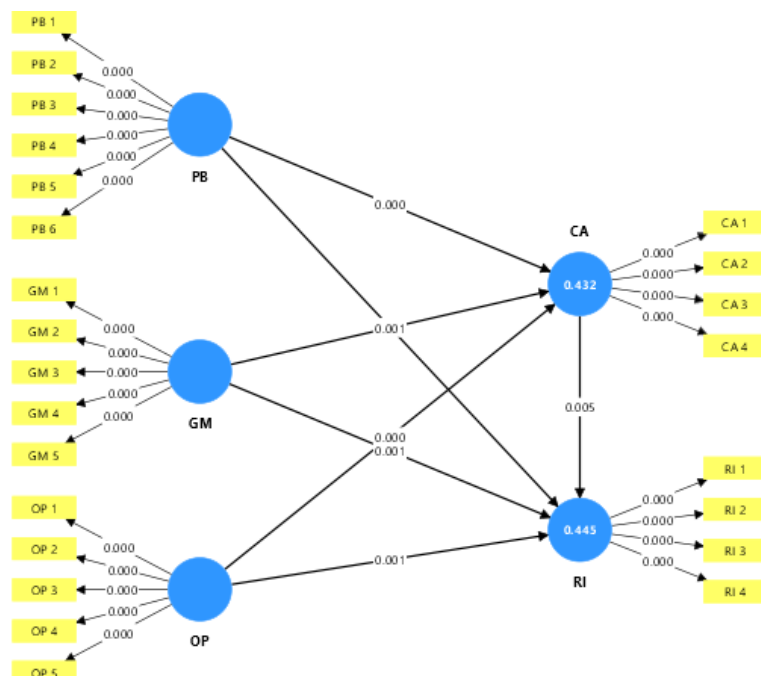


Figure 1. Bootstrapping Model Results (P-Values)

The results of hypothesis testing regarding the relationship between variables in this research model are shown in the table below:

Table 7. Direct Effect & Indirect Effect

Hyphothesis	Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
H1	PB -> CA	0.269	0.269	0.073	3.707	0.000	accepted
H2	GM -> CA	0.263	0.263	0.067	3.892	0.000	accepted
H3	OP -> CA	0.259	0.257	0.066	3.934	0.000	accepted
H4	PB -> RI	0.234	0.236	0.068	3.431	0.001	accepted
H5	OP -> RI	0.202	0.200	0.058	3.467	0.001	accepted
H6	GM -> RI	0.229	0.229	0.067	3.392	0.001	accepted
H7	CA -> RI	0.158	0.152	0.056	2.841	0.005	accepted
H8	GM -> CA -> RI	0.041	0.041	0.020	2.081	0.037	accepted
H9	OP -> CA -> RI	0.041	0.040	0.020	2.066	0.039	accepted
H10	PB -> CA -> RI	0.042	0.041	0.019	2.214	0.027	accepted

Source: SmartPLS 4.1 Output, (2026)

Based on the direct effect analysis results in Table 4.6, all relationships between variables in the research model show a positive and significant influence. In hypothesis testing, there are two important considerations: the direct hypothesis test is accepted if the t-statistic is > 1.96 or the p-value is < 0.05 , and the positive or negative influence is determined based on the original sample values. These indirect effects are also presented in Table 4.6. The test results show that the Perceived benefit variable also has a positive and significant influence on Customer attitude ($\beta = 0.269$; $t = 3.707$; $p = 0.000$) and on Repurchase intention ($\beta = 0.234$; $t = 3.431$; $p = 0.001$) supporting H1 and H4. Furthermore, the Gamification variable is proven to have a positive and significant influence on Customer attitude ($\beta = 0.263$; $t = 3.892$; $p = 0.000$) and on Repurchase intention ($\beta = 0.229$; $t = 3.392$; $p = 0.001$) supporting H2, H5 and H7. Furthermore, online persuasion also showed a positive and significant effect on customer attitude ($\beta = 0.259$; $t = 3.934$; $p = 0.000$) and repurchase intention ($\beta = 0.202$; $t = 3.467$; $p = 0.001$), supporting H3 and H6. Customer attitude had a positive and significant effect on repurchase intention ($\beta = 0.158$; $t = 2.841$; $p = 0.005$).

In addition to the direct effect, this study also tested the indirect effect to assess the role of mediating variables in explaining the relationship between the independent and dependent variables. The results of the indirect effect test indicate that customer attitude can positively and significantly mediate the

influence of gamification, online persuasion, and perceived benefit on repurchase intention. This is indicated by the mediation coefficient values of 0.041 (p-value = 0.037) for the influence of Gamification through Customer attitude on Repurchase intention, 0.041 (p-value = 0.039) for the influence of Online persuasion through Customer attitude on Repurchase intention, and 0.042 (p-value = 0.027) for the influence of Price Benefit through Customer attitude on Repurchase intention so that the hypotheses H8, H9, and H10 are declared accepted.

Discussion

The findings of this study indicate that all hypotheses proposed in the research model are supported. The variables Perceived Benefit, Gamification, and Online Persuasion were found to have positive and significant effects on Customer Attitude as a mediating variable. Furthermore, these three variables also demonstrate positive and significant influences on Repurchase Intention as the dependent variable. These results highlight that the formation of a positive consumer attitude plays a crucial role in mediating the influence of digital marketing strategies on consumers' behavioral intentions. In other words, consumers' evaluations of the benefits, interactivity, and persuasiveness of digital platforms contribute to the development of favorable attitudes, which ultimately strengthen their intention to repurchase.

Specifically, the results show that Perceived Benefit has a significant positive effect on Customer Attitude ($\beta = 0.269$, $p < 0.001$). This finding reinforces the proposition of the Theory of Planned Behavior (Ajzen, 1991), which states that behavioral beliefs, in this case perceived benefits, are critical antecedents in shaping attitudes toward behavior. In the context of digital beverage retail services, consumers who perceive a high level of convenience (loading factor PB1 = 0.870) and trustworthiness (loading factor PB3 = 0.864) tend to develop more positive evaluations toward the brand. This finding is also consistent with the Expectancy-Value Theory, which explains that attitudes are formed through expectations regarding outcomes and the values attached to those outcomes. From a practical perspective, these results suggest that companies should emphasize value propositions that highlight convenience, accessibility, and service reliability in their digital communication strategies. Empirically, the results are consistent with previous studies by Ray and Bala (2021) and Kim et al. (2021), which found that perceived benefits significantly contribute to the formation of positive consumer attitudes, particularly in digital service contexts.

Furthermore, Gamification also demonstrates a positive and significant influence on Customer Attitude. This finding supports the study of Pour et al.

(2021), which indicates that the implementation of game elements such as points, rewards, and playful interactions can enhance consumer emotional engagement, thereby fostering positive attitudes toward products or services. Similarly, Zulganef and Nilasari (2022) argue that elements such as rewards and challenges can strengthen service experiences, shape positive brand attitudes, and encourage repurchase intentions. In this study, gamification functions not only as a source of entertainment but also as a mechanism for increasing perceived value through engaging and interactive user experiences. As a result, gamified features can enhance consumers' perceptions of benefits while simultaneously creating enjoyable digital interactions that strengthen their attitudes toward the brand.

In addition, Online Persuasion was identified as another variable that significantly influences Customer Attitude. This indicates that persuasive promotional messages, visually appealing digital content, and strong social presence on online platforms are highly effective in shaping consumers' positive evaluations. These findings align with previous studies that report similar results (Zhao et al., 2023; Williady et al., 2025), which emphasize that visually engaging and emotionally relevant digital content can strengthen behavioral intentions in digital environments. Effective online persuasion strategies implemented through digital platforms can therefore create stronger emotional connections between brands and consumers, contributing to the development of favorable attitudes toward the products or services offered.

The mediating role of Customer Attitude was also found to have a positive and significant effect on Repurchase Intention, indicating that consumers who develop positive attitudes toward a brand are more likely to engage in repeated purchasing behavior. This finding confirms the Theory of Planned Behavior (Ajzen, 1991), which states that attitude is a primary determinant in the formation of behavioral intentions. Moreover, this result can be explained through the perspective of Bagozzi (1992), who emphasizes that consumer attitudes are formed through a combination of cognitive evaluations and affective responses, functioning as psychological mechanisms that mediate the influence of marketing stimuli on behavioral intentions. These findings are also consistent with studies by Nguyen et al. (2022) and Salvador et al. (2024), which demonstrate that positive consumer attitudes toward a brand play a crucial role in shaping long-term consumer responses and behaviors. The mediation analysis further confirms that positive consumer attitudes—formed through perceived benefits, interactive experiences, and persuasive digital communication—serve as key determinants of repurchase intention.

Finally, the results also indicate that Perceived Benefit, Gamification, and Online Persuasion directly have positive and significant effects on Repurchase Intention. This finding suggests that consumers who experience clear functional benefits, engaging interactive experiences, and convincing promotional messages are more likely to develop stronger intentions to repurchase. These results support the study of Nisa et al. (2023), which states that effective digital marketing strategies can enhance repurchase intention through improved user experiences. Likewise, Syaharani and Yasa (2022) emphasize that positive attitudes formed through effective online persuasion and perceived benefits can strengthen consumers' repurchase intentions. Therefore, consumers who perceive real benefits, participate in enjoyable gamified experiences, and receive persuasive promotional communication are more likely to develop stronger intentions to repurchase in digital service environments.

CONCLUSION

This study confirms the important role of digital marketing factors in shaping consumer attitudes and repurchase intentions in digital-based beverage service contexts. The findings show that Perceived Benefit, Gamification, and Online Persuasion significantly influence Customer Attitude and Repurchase Intention, while Customer Attitude also acts as a significant mediator in strengthening these relationships. These results highlight that the formation of repurchase intention in the digital era is not solely determined by product quality but is increasingly influenced by the orchestration of holistic digital experiences, including perceived functional value, interactive engagement through gamification, and persuasive online communication. In this regard, Customer Attitude functions as a psychological mechanism that transforms consumers' cognitive evaluations and emotional responses into behavioral intentions. The strength of this study lies in its contribution to the development of digital marketing literature by integrating cognitive and experiential dimensions within the Theory of Planned Behavior framework, demonstrating that attitude formation in digital environments is more complex and multidimensional.

Despite these contributions, this study has several limitations that should be considered in future research. The study relies on cross-sectional survey data and focuses on a specific digital service context, which may limit the generalizability of the findings. In addition, the research model primarily examines three digital marketing factors, while other relevant variables influencing consumer behavior in digital environments were not included. Therefore, future studies are recommended to expand the model by incorporating additional variables such as customer engagement, brand trust,

emotional attachment, or digital customer experience to provide a more comprehensive understanding of consumer behavior. Researchers may also consider including moderating variables such as influencer credibility or social media exposure, as well as applying mixed-method approaches, broader samples, or cross-brand comparisons to enhance the robustness and generalizability of the findings.

REFERENCES

- Anggraini, H. J., Komala Sari, D., Tri Nugroho, T., Studi Manajemen, P., & Muhammadiyah Sidoarjo, U. (2024). Dapatkah E-Service Quality, E-Trust Dan E-Customer Satisfaction Berpengaruh Terhadap Repurchase Intention Pada E-Commerce Shopee? *Equilibrium*, 13(2), 337–355. <https://doi.org/http://dx.doi.org/10.35906/equili.v13i2.2006>
- Aparicio, M., Costa, C. J., & Moises, R. (2021). Gamification and reputation: key determinants of e-commerce usage and repurchase intention. *Heliyon*, 7(3). <https://doi.org/10.1016/j.heliyon.2021.e06383>
- Chen, C.-W., Chih, M., & Nguyen, D. T. T. (2025). How e-commerce platform features impact post-adoption consumer behaviors: evidence from Vietnam's online cosmetic sector. *Asia Pacific Journal of Marketing and Logistics*, 1–32. <https://doi.org/10.1108/APJML-04-2025-0625>
- De Canio, F., Fuentes-Blasco, M., & Martinelli, E. (2021). Engaging shoppers through mobile apps: the role of gamification. *International Journal of Retail and Distribution Management*, 49(7), 919–940. <https://doi.org/10.1108/IJRDM-09-2020-0360>
- Ferreira, D., Barbosa, B., & Sousa, A. (2025). Perceived freshness and the intention to repurchase fresh food products online. *EuroMed Journal of Business*. <https://doi.org/10.1108/EMJB-11-2024-0289>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Cham: Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). A primer on partial least squares structural equations modeling (PLS-SEM). Sage Publications. *Journal of Tourism Research*, 6(2).
- Herzallah, F., & Al-Sharafi, M. A. (2025). Mitigating seller uncertainty in social commerce platforms by exploring pre-purchase customer-seller signals. *Digital Business*, 5(1). <https://doi.org/10.1016/j.digbus.2025.100116>

- Hugh, D. C., Dolan, R., Harrigan, P., & Gray, H. (2022). Influencer marketing effectiveness: the mechanisms that matter. *European Journal of Marketing*, 56(12), 3485–3515. <https://doi.org/10.1108/EJM-09-2020-0703>
- Kim, N. L., Shin, D. C., & Kim, G. (2021). Determinants of consumer attitudes and re-purchase intentions toward direct-to-consumer (DTC) brands. *Fashion and Textiles*, 8(1). <https://doi.org/10.1186/s40691-020-00224-7>
- Kwak, N., Lane, D. S., Lee, S. S., Liang, F., & Weeks, B. E. (2021). From Persuasion to Deliberation: Do Experiences of Online Political Persuasion Facilitate Dialogic Openness? *Communication Research*, 48(5), 642–664. <https://doi.org/10.1177/0093650218793050>
- Lopes, J. M., Silva, L. F., Massano-Cardoso, I., & Galhardo, A. (2025). Running Towards a Better Brand Attitude: How Gamification in Nike Run Club Can Help? *Journal of the Knowledge Economy*, 16(4), 15427–15455. <https://doi.org/10.1007/s13132-024-02398-7>
- Magpusao, J. R. (2024). Gamification and game-based learning in primary education: A bibliometric analysis. *Computers and Children*, 3(1), em005. <https://doi.org/10.29333/cac/14182>
- Minocha, S., Singh, A., & Banerji, R. (2025). Buying Behavior of Indian Females Toward Natural Personal Care Products: The Moderating Role of Buying Frequency. *Jindal Management Journal*, 14(1), 116–134. <https://doi.org/10.1177/22786821241256196>
- Muhson, A. (2022). *Analisis Statistik dengan SmartPLS ii Analisis Statistik dengan SmartPLS: Path Analysis, Confirmatory Factor Analysis, & Structural Equation Modeling*.
- Nguyen, D. T. N., Duc Hoang, S., Chi, H., Chovancová, M., & Hoang Tran, K. (2022). The Influence Of The Generation Z's Perception And Psychological Ownership On Repurchase Intention Of E-Shopping: Evidence From Vietnam. *Journal Of Eastern European And Central Asian Research*, 9(2). <https://doi.org/10.15549/jeecar.9i2.792>
- Nisa, S. S. N. A., Kresnamurti Rivai Prabumenang, A., & Aditya, S. (2023). Examining The Role Of E-Satisfaction And E-Trust Toward Repurchase Intention On Online Marketplace Mediated By Electronic Word Of Mouth. *Jurnal Dinamika Manajemen Dan Bisnis*, 6(1). Retrieved from <http://journal.unj.ac.id/unj/index.php/jdmb>
- Pillai, S. G., Kim, W. G., Haldorai, K., & Kim, H. S. (2022). Online food delivery services and consumers' purchase intention: Integration of theory of planned behavior, theory of perceived risk, and the elaboration likelihood model. *International Journal of Hospitality Management*, 105. <https://doi.org/10.1016/j.ijhm.2022.103275>

- Pour, M. J., Rafiei, K., Khani, M., & Sabrirazm, A. (2021). Gamification and customer experience: the mediating role of brand engagement in online grocery retailing. *Nankai Business Review International*, 12(3), 340–357. <https://doi.org/10.1108/NBRI-07-2020-0041>
- Priscillia, M., Budiono, H., Wiyanto, H., & Widjaya, H. (2021). *The Effects of Website Design Quality and Service Quality on Repurchase Intention Among Shopee Customers in Jakarta, with Customer Trust as a Mediating Variable*.
- Ray, A., & Bala, P. K. (2021). User generated content for exploring factors affecting intention to use travel and food delivery services. *International Journal of Hospitality Management*, 92. <https://doi.org/10.1016/j.ijhm.2020.102730>
- Salvador, J. L. G., Gil-Pechuán, I., Alfraihah, S. F. A., & Tarabieh, S. M. Z. A. (2024). Effect of Social Media Influencers on Consumer Brand Engagement and its Implications on Business Decision Making. *Profesional de La Informacion*, 33(2). <https://doi.org/10.3145/epi.2024.0210>
- Syahrani, D. P., & Yasa, N. N. K. (2022). The Role of Trust as Mediation between Perceived Usefulness and Perceived Ease of Use on Repurchase Intention. *European Journal of Development Studies*, 2(3), 36–40. <https://doi.org/10.24018/ejdevelop.2022.2.3.91>
- Wang, Y., Ma, Z., & Li, Q. (2022). Perceived fairness and customer loyalty in online platforms: Evidence from e-commerce. *Electronic Commerce Research and Applications*, 53, 101165. <https://doi.org/10.1016/j.elerap.2022.101165>
- Williady, A., Kim, S., & Kim, H. S. (2025). A Comparison Study on Indonesia and South Korea Market in Purchasing Intention of Online Travel Agent. *International Journal of Tourism Research*, 27(4). <https://doi.org/10.1002/jtr.70096>
- Yeo, S. F., Tan, C. L., Teo, S. L., & Tan, K. H. (2021). *The Role of Food Apps Servitization on Repurchase Intention: A Study of Foodpanda*.
- Zhao, Z., Yang, Y., Liang, J., Garcia-Campayo, J., Wang, Z., Perez, H. M., ... Borao, L. (2023). An Empirical Analysis of Trust, Perceived Benefit, and Purchase Intention in C2C Electronic Commerce in China. *Journal of Organizational and End User Computing*, 35(3). <https://doi.org/10.4018/JOEUC.325797>
- Zulganef, Z., & Nilasari, I. (2022). *Building Service Experience To Attain Customer Repurchase Intention: A Moderated-Mediation Model In The Context Of Student Consumer In Indonesia* (Vol. 17).