KAMPUS AKADEMIK PUBLISING
Jurnal Rumpun Manajemen Dan Ekonomi (JRME)
Vol.3, No.6 November 2026
e-ISSN: 3046-7144, p-ISSN : 3046-7411, Hal 638-648
DOI : https://doi.org/10.61722/jrme.v3i6.13411

THE EFFECT OF CUSTOMER PERCEIVED VALUE AND BRAND IMAGE ON REPURCHASE INTENTION AT ALDI AMONG INDONESIAN STUDENTS IN EUROPE

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Abstract. *This study examines the relationships of customer perceived value and brand image with repurchase intention at ALDI among Indonesian students with study experience in Europe. A quantitative survey was conducted using an online questionnaire and non-probability purposive sampling. The sample comprised 104 respondents who were studying in Europe or had completed a European study program within the previous five years and had purchased from ALDI at least once. The 22 questionnaire items were analyzed using multiple linear regression in IBM SPSS Statistics 25. Customer perceived value was positively associated with repurchase intention ($B = 0.696$, $\beta = 0.402$, $t = 4.739$, $p < 0.001$), as was brand image ($B = 0.563$, $\beta = 0.449$, $t = 5.298$, $p < 0.001$). The overall model was significant, $F(2, 101) = 78.699$, $p < 0.001$, with $R^2 = 0.609$ and adjusted $R^2 = 0.601$. Brand image had a slightly larger standardized coefficient. Respondents expressed stronger intentions to buy again than preferences for ALDI over competing supermarkets. The findings support maintaining customer value and consistent brand positioning while improving differentiation. The non-probability survey design limits generalization and does not establish causal effects or subsequent purchasing behavior.*

Keywords: *customer perceived value; brand image; repurchase intention; ALDI; Indonesian students.*

Abstrak. Penelitian ini mengkaji hubungan nilai yang dipersepsikan pelanggan dan citra merek dengan niat beli ulang di ALDI pada mahasiswa Indonesia yang memiliki pengalaman studi di Eropa. Penelitian menggunakan survei kuantitatif melalui kuesioner daring dengan teknik non-probability purposive sampling. Sampel terdiri atas 104 responden yang sedang menempuh studi di Eropa atau telah menyelesaikan program studi di Eropa dalam lima tahun terakhir dan pernah berbelanja di ALDI setidaknya satu kali. Sebanyak 22 butir kuesioner dianalisis menggunakan regresi linier berganda melalui IBM SPSS Statistics 25. Nilai yang dipersepsikan pelanggan berhubungan positif dengan niat beli ulang ($B = 0{,}696$; $\beta = 0{,}402$; $t = 4{,}739$; $p < 0{,}001$), demikian pula citra merek ($B = 0{,}563$; $\beta = 0{,}449$; $t = 5{,}298$; $p < 0{,}001$). Model secara keseluruhan signifikan, $F(2, 101) = 78{,}699$; $p < 0{,}001$, dengan $R^2 = 0{,}609$ dan adjusted $R^2 = 0{,}601$. Citra merek memiliki koefisien terstandarisasi yang sedikit lebih besar. Niat untuk kembali membeli lebih kuat daripada preferensi terhadap ALDI dibandingkan supermarket pesaing. Temuan mendukung pemeliharaan nilai pelanggan dan konsistensi posisi merek sekaligus penguatan diferensiasi. Desain survei nonprobabilitas membatasi generalisasi serta tidak membuktikan hubungan sebab akibat maupun perilaku pembelian selanjutnya.

Kata kunci: nilai yang dipersepsikan pelanggan; citra merek; niat beli ulang; ALDI; mahasiswa Indonesia.

BACKGROUND

Discount supermarkets compete by offering customers an attractive balance between the benefits of shopping and the money, time, and effort required. For Indonesian students studying in Europe, decisions about everyday groceries provide a relevant setting for examining this balance. These consumers encounter unfamiliar retail environments while managing daily needs during their studies abroad. ALDI offers a useful case for investigating whether favorable value judgments and brand perceptions are associated with intentions to return.

Naskah Masuk: 02 November 2026; Revisi: 03 November 2026; Diterima: 04 November 2026; Terbit: 17 November 2026.

Repurchase intention concerns a customer's planned decision to purchase again from the same provider, taking account of current circumstances and expectations (Hellier et al., 2003). Customer perceived value captures the evaluation of benefits relative to sacrifices, while brand image concerns the associations consumers hold about a brand (Aulia et al., 2016; Chernev & Kotler, 2023). The two constructs are related but conceptually distinct: a customer may regard a supermarket as good value without considering it especially memorable or preferable to competing retailers.

Previous research does not establish an identical pattern across settings. Sastrawan and Sukawati (2021) reported positive relationships of perceived value and brand image with repurchase intention among GoPay users. In contrast, Lianto (2019) found that perceived value did not significantly predict repurchase intention in an airline context, although brand image did. Izdihar (2023) examined the same two predictors among Indonesian students shopping at Primark, but fashion retail differs from routine grocery purchasing. These differences justify examining the relationships in a discount supermarket setting rather than assuming that findings transfer directly between services and retail categories.

This study therefore investigates the separate and joint relationships of customer perceived value and brand image with repurchase intention at ALDI. Its contribution is evidence from Indonesian current and former students with European study experience, a specific consumer group whose evaluations can inform research on international student consumption. The analysis also distinguishes willingness to buy again from a preference for ALDI over alternatives, helping to interpret what a favorable repurchase-intention score represents.

LITERATURE REVIEW

Customer perceived value

Customer perceived value is an overall assessment of the benefits received in relation to what the customer gives up. Aulia et al. (2016) describe product-related, social-related, and personal dimensions, showing that value is broader than a low price alone. In this study, the instrument operationalizes perceived value through price, benefit, and sacrifice, drawing on Kusumawati and Sri Rahayu (2020). The items cover value for money,

suitability for shopping needs, service expectations, and whether expenditure is justified by the experience received.

When customers judge the benefits of shopping to be worthwhile, returning to the retailer becomes a reasonable choice. This argument is consistent with the positive relationship reported by Sastrawan and Sukawati (2021), although Lianto (2019) indicates that its importance can vary by context. Accordingly, H1 proposes that customer perceived value is positively associated with repurchase intention at ALDI.

Brand image

Brand image reflects the beliefs and associations through which customers interpret a brand. The branding framework discussed in Chernev and Kotler (2023) informs the study's emphasis on customer perception, memorability, brand associations, and consistency and positioning. In a supermarket setting, these dimensions concern whether the retailer is viewed positively, recalled readily, associated with dependable value, and recognized for a clear market position.

A favorable image may help customers form expectations about future shopping experiences. However, consistency and distinctiveness need not receive equally favorable evaluations. A supermarket can be seen as reliable while remaining difficult to distinguish from competitors. Drawing on the positive brand-image findings in Lianto (2019) and Sastrawan and Sukawati (2021), H2 proposes that brand image is positively associated with repurchase intention at ALDI.

Repurchase intention and the joint model

Hellier et al. (2003) distinguish intended future purchasing from the conditions that shape that intention. Following the operationalization adapted from Girsang et al. (2020), repurchase intention comprises transactional, referential, preferential, and explorative interest. The resulting measure includes plans to buy again, willingness to recommend, preference over competitors, and interest in further information. It is consequently broader than a direct measure of future purchase alone.

Perceived value and brand image may each account for variation in this outcome after the other predictor is considered. The study tests both in a single regression model. H3

proposes that customer perceived value and brand image jointly predict repurchase intention. The overall F-test assesses their joint contribution, while the signs of the individual coefficients establish the direction of each association.

RESEARCH METHOD

Design and participants

The study used a quantitative, cross-sectional survey administered remotely through Google Forms. The target population comprised Indonesian students currently enrolled in European universities, including full-degree and exchange programs, and former students who had completed a European study program within the previous five years. Eligibility required at least one purchase at ALDI. Respondents were recruited through non-probability purposive sampling, using host-university networks as access points. The final dataset contained 104 valid responses.

With the population size unknown, the study used a proportion-based sample-size calculation with a 95% confidence parameter, an assumed proportion of 0.50, and precision of 0.10. The calculated value was 96.04, and the recruitment target was rounded to 100. The achieved sample exceeded that target. Because selection was purposive rather than probabilistic, these planning parameters should not be interpreted as establishing a population-level margin of sampling error.

Measures

The questionnaire contained 22 closed-ended items rated from 1 (strongly disagree) to 5 (strongly agree). Customer perceived value comprised six items, brand image eight items, and repurchase intention eight items. Table 1 summarizes the operationalization. Item-level means describe responses on the original five-point scale; the regression uses the summed construct scores.

Table 1. Operationalization of the study variables

Variable	Dimensions	Items	Source
Customer perceived value	Price; benefit; sacrifice	6	Kusumawati & Sri Rahayu (2020)
Brand image	Customer perception; memorability; brand associations; consistency and positioning	8	Chernev & Kotler (2023)
Repurchase intention	Transactional; referential; preferential; explorative interest	8	Girsang et al. (2020)

Source: Study operational definitions and questionnaire (2025).

Analysis

IBM SPSS Statistics 25 was used for the regression workflow described by Ghozali (2018), including descriptive statistics, Pearson item–total correlations, Cronbach's alpha, and multiple linear regression. Internal consistency was assessed using a 0.70 threshold. Residual normality was examined using a histogram and normal probability plot, and heteroscedasticity was assessed visually using a residual scatterplot. Tolerance and variance inflation factors were used to assess collinearity. Individual coefficients and the overall regression were evaluated at a significance level of 0.05; SPSS values displayed as 0.000 are reported as $p < 0.001$.

The regression included repurchase intention as the dependent variable and customer perceived value and brand image as predictors. Unstandardized coefficients describe changes in the summed outcome score while holding the other predictor constant. Standardized coefficients are reported separately to permit comparison across constructs with different scale lengths. R^2 and adjusted R^2 summarize model fit. These analyses assess associations within the surveyed sample and do not identify causal effects.

RESULTS AND DISCUSSION

Respondent profile and descriptive findings

Respondents reported affiliations with 39 host institutions. Of the 104 participants, nine (8.7%) had purchased from ALDI once and 95 (91.3%) had purchased twice or more. The sample therefore primarily reflects consumers with repeat shopping experience. This composition is relevant when interpreting favorable evaluations: the findings describe

existing shoppers rather than the wider population of students, including those who had never chosen ALDI.

Selected item means show differences within and across the constructs (Table 2). The strongest perceived-value rating concerned products being worth their cost (4.22), whereas service meeting expectations received 3.81. For brand image, consistency in quality and pricing received 3.99, while standing out from competitors received 3.35. The intention to purchase again received 4.20, but preference for ALDI over other supermarkets received 3.12. Respondents could therefore intend to return without treating ALDI as their preferred retailer.

Table 2. Selected descriptive results

Construct	Questionnaire item	Mean
Customer perceived value	The price of ALDI's products is worth the cost.	4.22
Customer perceived value	The service at ALDI meets my expectations.	3.81
Brand image	ALDI consistently maintains the same level of quality and pricing.	3.99
Brand image	ALDI's brand stands out from competitors.	3.35
Repurchase intention	I plan to repurchase ALDI products in the future.	4.20
Repurchase intention	I prefer ALDI over other supermarkets.	3.12

Source: Survey data (2025); n = 104; response scale = 1–5. Items show the highest and lowest reported means within each construct.

Measurement quality and regression diagnostics

All 22 items had positive item–total correlations, with reported significance values below 0.001. Correlations ranged from 0.633 to 0.798 for perceived value, 0.554 to 0.722 for brand image, and 0.595 to 0.848 for repurchase intention. Cronbach's alpha exceeded 0.70 for all three scales (Table 3). These results support internal consistency and item coherence, although item–total correlations alone do not establish the full construct validity of the measures.

Table 3. Scale reliability and item–total correlations

Construct	Items	Cronbach's α	Correlation range
Customer perceived value	6	0.786	0.633–0.798
Brand image	8	0.807	0.554–0.722
Repurchase intention	8	0.878	0.595–0.848

Source: Survey data (2025); n = 104.

The residual histogram and probability plot were broadly consistent with approximate normality, while the scatterplot did not show an obvious systematic pattern in residual spread. These were graphical assessments rather than formal tests. Both predictors had tolerance of 0.538 and VIF of 1.859, indicating no severe collinearity under the criteria used in the study. The diagnostics support proceeding with the reported model, while leaving the usual limitations of visual assessment.

Regression and hypothesis tests

Table 4 presents the regression estimates transcribed from the original SPSS output. Customer perceived value was positively associated with repurchase intention after adjustment for brand image (B = 0.696, t = 4.739, p < 0.001), supporting H1. Brand image was also positively associated with repurchase intention after adjustment for perceived value (B = 0.563, t = 5.298, p < 0.001), supporting H2.

Table 4. Multiple linear regression results

Predictor	B	SE	β	t	p
Constant	−4.295	2.733	—	−1.572	0.119
Customer perceived value	0.696	0.147	0.402	4.739	< 0.001
Brand image	0.563	0.106	0.449	5.298	< 0.001

Source: SPSS regression output (2025). Dependent variable: repurchase intention. B = unstandardized coefficient; SE = standard error; β = standardized coefficient.

The estimated equation for summed scores is:

$$\hat{Y} = -4.295 + 0.696X_1 + 0.563X_2$$

Here, X_1 denotes customer perceived value and X_2 denotes brand image. Holding brand image constant, a one-point increase in the perceived-value total score corresponds to a 0.696-point increase in predicted repurchase intention. Holding perceived value constant, a one-point increase in the brand-image total score corresponds to a 0.563-point increase. The negative intercept is not a substantive prediction for actual respondents, because zero lies outside the possible predictor-score ranges.

The model was statistically significant, F(2, 101) = 78.699, p < 0.001, supporting H3. The multiple correlation was 0.780, R^2 was 0.609, adjusted R^2 was 0.601, and the standard error of the estimate was 3.465. Thus, the fitted model accounted for 60.9% of the observed variation in repurchase-intention scores, with an adjusted estimate of 60.1%.

Unexplained variation cannot be attributed exclusively to omitted variables, because measurement error and other sources of residual variation may also contribute.

Brand image had the slightly larger standardized coefficient (β = 0.449) compared with perceived value (β = 0.402). This descriptive comparison should not be treated as evidence that the coefficients differ significantly; no formal test of their difference was conducted. The larger unstandardized coefficient for perceived value does not establish greater relative importance, because its scale contains six items whereas the brand-image scale contains eight.

Interpretation and practical implications

The positive perceived-value association is consistent with Sastrawan and Sukawati (2021) and the student retail setting examined by Izdihar (2023). It differs from Lianto's (2019) finding for airline repurchase intention, suggesting that the relevance of perceived value should be considered in relation to the purchase context. In the present sample, favorable ratings of cost-worthiness and value for money provide descriptive support for the relevance of everyday value. They do not, however, show that price-related items individually have stronger effects than service-related items, because the regression estimates operate at the construct level.

The brand-image result similarly supports the view that evaluations beyond the immediate transaction matter for intended repeat purchasing. Respondents rated consistent quality and pricing more favorably than distinctiveness. For ALDI, this pattern suggests maintaining a dependable value proposition while examining how to communicate a clearer reason to choose the retailer over alternatives. The slightly higher standardized coefficient for brand image does not justify neglecting perceived value: both predictors retain positive associations when included together.

The gap between intending to buy again and preferring ALDI over other supermarkets is particularly relevant to managerial interpretation. A future purchase can be compatible with shopping at several competing chains. The results therefore provide evidence about favorable intentions rather than exclusive loyalty or a larger share of grocery spending. Maintaining affordable, useful products and a consistent shopping experience may

support returning customers, while testing clearer differentiation could address the comparatively weaker preference ratings.

Practical responses should be evaluated rather than assumed to work. ALDI could examine improvements to service clarity and the shopping experience, alongside communication emphasizing dependable quality and value. Subsequent evaluation should track actual visits, purchasing, and competitor preference, because the present study did not test a marketing intervention. The proposed actions are implications of the observed pattern, not demonstrated effects of specific operational or promotional changes.

Limitations

Purposive online recruitment introduces possible self-selection and limits generalization beyond the surveyed current and former Indonesian students. The sample consists mainly of repeat shoppers and does not represent students who avoid ALDI or other consumer groups. Because perceptions and intentions were collected in the same questionnaire at one point in time, common-method bias, reverse direction of association, and unmeasured confounding remain possible. The analysis also pools shopping experiences across study locations without estimating country-level differences.

The outcome combines intended purchasing, recommendation, preference, and information seeking; it should not be interpreted as observed repeat purchasing. Item–total correlations and Cronbach's alpha provide limited measurement evidence, and no confirmatory factor analysis or formal comparison of standardized coefficients was reported. Further studies could use broader sampling, validate the constructs more fully, distinguish current from former students, and test whether the associations predict later transactions. Satisfaction and other shopping-context variables could also be examined in expanded models.

CONCLUSION

Customer perceived value and brand image were each positively associated with repurchase intention at ALDI among 104 Indonesian students with European study experience. The joint model was significant, with $R^2 = 0.609$ and adjusted $R^2 = 0.601$. Brand image had a slightly larger standardized coefficient, although the difference between coefficients was not formally tested. These findings support considering both the

value of the shopping experience and the retailer's brand positioning when interpreting intentions to return.

Respondents' strong willingness to buy again coexisted with weaker preference for ALDI over competing supermarkets. Maintaining value and consistency while assessing opportunities for differentiation is therefore a reasonable managerial direction. Future research should use more diverse samples and longitudinal or behavioral data to evaluate whether favorable intentions translate into repeat purchasing. The present survey supports associational conclusions within its sample, not causal claims or population-wide estimates.

ACKNOWLEDGEMENTS

The author thanks Sanita Dhakirah and Tri Yulistyawati Evelina for their supervision and guidance during the thesis research, and the respondents for sharing their shopping experiences.

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