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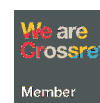
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Perceived value, service quality, trust, and repurchase intention: satisfaction as a mediator in the market for commercial contraceptives

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ABSTRACT

Commercial contraceptives represent a growing segment in family planning, yet evidence on what drives consumers to consistently repurchase these products remains limited, especially in emerging markets. This study addresses a theoretical gap in health marketing by examining how perceived value, service quality, and trust shape repurchase intention, with customer satisfaction as a mediating mechanism. A cross-sectional survey was conducted involving 381 reproductive-age wives (15–49 years) using injectable, implant, or IUD contraceptives in North Lombok, Indonesia, selected through systematic random sampling. Respondents varied in education and employment status to reflect real market diversity. All constructs were measured using validated Likert-scale instruments with reliability and validity confirmed through composite reliability and AVE thresholds. Data were analyzed using SEM-PLS (SmartPLS) to test hypotheses and mediation effects. The results show that trust has the strongest effect on repurchase intention (P value= 0.011), followed by service quality (P value= 0.011) and perceived value (P value= 0.032). These findings imply that strengthening trust through credible information, consistent product quality, and reliable service delivery can enhance consumer loyalty. Private healthcare providers and distributors should improve counseling and service experience to differentiate commercial products from government-subsidized options. While offering policy insights on cost reduction and self-reliant family planning, this study acknowledges limitations related to its single-location and cross-sectional design, suggesting caution in generalizing results. Future research should expand across diverse regions and contraceptive types to enrich understanding of consumer behavior in the contraceptive market.

Keywords:

Perceived value
Service quality
Trust
Repurchase intention
Commercial contraceptives

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Introduction

The global population is projected to reach 9.7 billion by 2050 and is expected to peak at around 10.4 billion by the mid-2080s, up from the current 8 billion (United Nations, 2023). Indonesia ranks as the world's fourth most populous country, with an estimated population of 279.8 million in 2023 (UNFPA, 2023). This demographic growth contributes to increased greenhouse gas emissions, unequal food distribution, malnutrition, biodiversity loss, and pollution of water and air (UNFPA, 2023). Without adequate improvements in employment, education, and access to healthcare, rising

birth rates may also precipitate political and economic instability within affected nations (Sari et al., 2023).

Since 1970, Indonesia has rigorously implemented the Family Planning Program, successfully reducing the Total Fertility Rate from 5.6 to 2.18 and achieving a Modern Contraceptive Prevalence Rate of 61.1% by 2024 (Kemendukbangga/BKKBN, 2024). Beyond government distribution, contraceptives are also manufactured by private companies and widely available for purchase not only at healthcare facilities including hospitals, private clinics, medical practitioners, independent midwives, and pharmacies but also via various digital platforms. In West Nusa Tenggara, commercial contraceptive usage accounts for 18.3%, with North Lombok Regency reporting the highest utilization of private contraceptive services at 26.6% (Kemendukbangga/BKKBN, 2024).

Contraceptive use behavior has been extensively examined from psychological, sociological, and health perspectives (Chung et al., 2025; Gipson et al., 2025; Lokko et al., 2025; Mueller et al., 2025; Paul et al., 2025; Sengupta & Rooj, 2025). While prior studies primarily focus on determinants of contraceptive use, limited attention has been given to the behavior of contraceptive continuation to prevent discontinuation. Furthermore, there is a notable absence of research exploring contraceptive reuse behavior from a marketing perspective, especially regarding commercial contraceptive products, as contraceptives are predominantly perceived within the framework of government programs.

From a marketing perspective, repurchase behavior can be analyzed using the Theory of Planned Behavior (Ajzen, 2011), which posits that attitude, subjective norms, and perceived behavioral control influence an individual's intention. Attitude is shaped by beliefs about the benefits of the behavior, subjective norms reflect expectations from significant others, and perceived behavioral control relates to the availability of resources to perform the behavior (Ajzen, 2011). Additionally, perceptions of price, brand, and quality influence trust in purchasing decisions (Mirella et al., 2022). Repurchase intention has been extensively studied across various product and service contexts, including mobile smart wristbands, e-grocery, online shopping, e-government services, and organic products (Oyedele et al., 2017; Asti et al., 2022; Zeqiri et al., 2023; Li & Shang, 2020; Chang et al., 2018; Singh & Alok, 2022; Soeharso, 2024). Prior research identifies perceived value, service quality, and trust as significant predictors of repurchase intention (Thuy & Quang, 2022; Law et al., 2022; Morkunas & Rudiene, 2020; Zeqiri et al., 2023; Steinberg et al., 2021; Oyedele, 2017), although inconsistencies remain in some studies (Nofiyanti & Wiwoho, 2020; Purnamasari & Fadli, 2023; Yusria et al., 2024; Ginting et al., 2022).

Based on the identified phenomena and research gaps, this study aims to analyze the effects of perceived value, service quality, and trust on the repurchase intention of commercial contraceptives, with satisfaction as a mediating variable, utilizing a marketing perspective that remains underexplored in the context of contraceptive use behavior. Despite the extensive literature on contraceptive adoption, studies rarely address repurchase intention of commercial contraceptives, particularly in contexts where family planning is still heavily shaped by public programs. Empirical inconsistencies regarding the influence of perceived value, service quality, and trust on repurchase intention also reveal that these relationships are not yet fully understood and likely dependent on product characteristics and service environments. Moreover, research examining satisfaction as a mediating mechanism in the contraceptive domain remains limited, while contextual evidence from developing regions such as Indonesia is nearly absent. Therefore, this study offers novelty by introducing a marketing-behavior approach to contraceptive continuation behavior, focusing specifically on commercial contraceptive products and incorporating satisfaction as a mediator within a structural model. The findings are expected to enrich consumer behavior literature in the healthcare product sector and provide new insights for enhancing the sustainability of contraceptive use beyond initial adoption.

Methods

This study employed a quantitative associative causal design. The target population consisted of married women of reproductive age currently using commercial contraceptive methods injectables, implants, or IUDs in North Lombok Regency, Indonesia. The inclusion criteria were: (1) aged 18–49 years, (2) married and currently living with a partner, (3) having used one of the specified contraceptive methods continuously for at least the past three months, and (4) capable of providing informed consent. Women with known serious reproductive health disorders, such as malignancies or severe hormonal complications, were excluded to avoid bias in behavior related to contraceptive use. North Lombok was selected due to its comparatively high prevalence of commercial contraceptive utilization within West Nusa Tenggara Province.

A systematic random sampling technique was applied based on a sampling frame obtained from Family Planning (FP) service records at community health centers (puskesmas) and partner clinics. Sampling intervals were determined using the total sampling frame divided by the required sample size. The recruitment process was supported by trained FP community health cadres to facilitate access without influencing participant selection. Initially, 430 women were approached; 27 declined participation, and 22 responses were incomplete, yielding 381 valid cases for analysis. Data collection employed both online (Google Forms) and paper-based survey modes administered concurrently to minimize temporal or mode-related bias. Respondents were assured of complete anonymity, and written informed consent was obtained prior to participation.

The sample size was determined using a priori power analysis with SEM parameters (anticipated medium effect size $f^2 = 0.15$, $\alpha = 0.05$, and statistical power = 0.80), indicating a minimum requirement of 150 participants; thus, 381 respondents provided adequate analytical robustness. The survey instruments were adapted from previous studies, translated and back-translated to Indonesian, and pilot-tested among 35 eligible women to ensure linguistic clarity and contextual relevance. Construct validity and reliability were examined using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE), with acceptable thresholds of 0.70, CR 0.70, and AVE 0.50. Discriminant validity was established using the Fornell–Larcker and HTMT criteria. Missing data were minimal (<2%) and managed using listwise deletion.

Data analysis employed Structural Equation Modeling-Partial Least Squares (SEM-PLS) using SmartPLS 4. Hypothesis testing utilized the bootstrapping method with 5,000 resamples to estimate standardized path coefficients, 95% confidence intervals, and significance (p-values). Multicollinearity was checked using Variance Inflation Factor ($VIF < 5$), and common method bias was assessed through full collinearity testing. Effect sizes (f^2) and predictive relevance (Q^2) were also computed to evaluate model strength. Descriptive statistics—means, standard deviations, frequency distributions, and respondent demographic profiles including age, education, income, employment status, number of children, and contraceptive type—were reported to support representativeness and enhance external validity.

Results and Discussion

This study collected responses from 381 participants with diverse demographic backgrounds, summarized as follows: The majority of respondents were over 35 years of age (51%), unemployed (40%), and had attained a senior high school level of education (43%). Most respondents reported using injectable commercial contraceptives (70%), with the primary reason for contraceptive use being the intention to delay pregnancy (59%). A detailed breakdown of respondent characteristics is presented in Table 1.

Data analysis in this study was performed using Structural Equation Modeling (SEM) with a covariance-based approach, specifically employing Partial Least Squares (PLS). PLS is suitable for theory confirmation and model testing (Ghazali, 2016).

Table 1. Respondent Characteristics

Variable	Description	Frequency	Percentage
Age	≤ 20 years	1	0,0%
	21-35 years	188	49%
	>35 years	192	51%
Occupation	Civil Servant/Military/Police	6	1%
	Private Employee	11	3%
	Entrepreneur	53	14%
	Unemployed	154	40%
	Others	157	42%
Reason for Use	Desire to Delay Pregnancy	225	59%
	Do Not Want Additional Children	156	41%
Education Level	Did Not Complete Elementary	20	5%
	Elementary School	75	20%
	Junior High School	88	23%
	Senior High School	164	43%
	Tertiary Education	34	9%
Type of Contraceptive Used	Injectable	266	70%
	Implant	78	20%
	IUD	37	10%

The PLS model consists of two components: the structural model (inner model) and the measurement model (outer model). The inner model depicts the relationships among latent variables within the framework, while the outer model represents the relationships between latent variables and their corresponding indicators (Hair et al., 2022).

Measurement model (Outer Model)

The measurement model (outer model) was utilized to evaluate construct validity and instrument reliability. As noted by Abdillah and Jogiyanto (2015), the outer model delineates the relationships between sets of indicators and their corresponding latent variables. Based on the results for Average Variance Extracted (AVE) and communality, all indicators in this study fulfilled the requirements for convergent validity, with AVE and communality values exceeding the cut-off threshold of 0.50. An item is considered to exhibit adequate convergent validity if the AVE and communality values are above 0.50, and the outer loading exceeds 0.60 (Hair et al., 2022).

Table 2. Indicator Measurement Model

Variabel	Outer Loading	Cronbach's Alpha	Composite reliability	AVE
Perceived Value		0.896	0.916	0.579
Service Quality		0.931	0.942	0.620
Trust		0.879	0.908	0.622
Satisfaction		0.864	0.898	0.595
Repurchase Intention		0.897	0.917	0.584

Structural Model (Inner Model)

After the measurement model (outer model) evaluation was completed, the next step was to evaluate the structural model (inner model). The results of the structural model assessment in this study are presented on figure 2.

The structural PLS model is evaluated by examining the R-squared (R^2) values of each endogenous variable, which indicate the predictive power of the structural model. As shown in the figure above, the R^2 value for repurchase intention is 0.624, suggesting that 62% of the variance in the repurchase intention of commercial contraceptives can be explained by perceived value, service quality, trust,

and satisfaction. An R^2 value of 0.624 is considered to indicate a moderate level of explanatory power (Cohen, 2016).

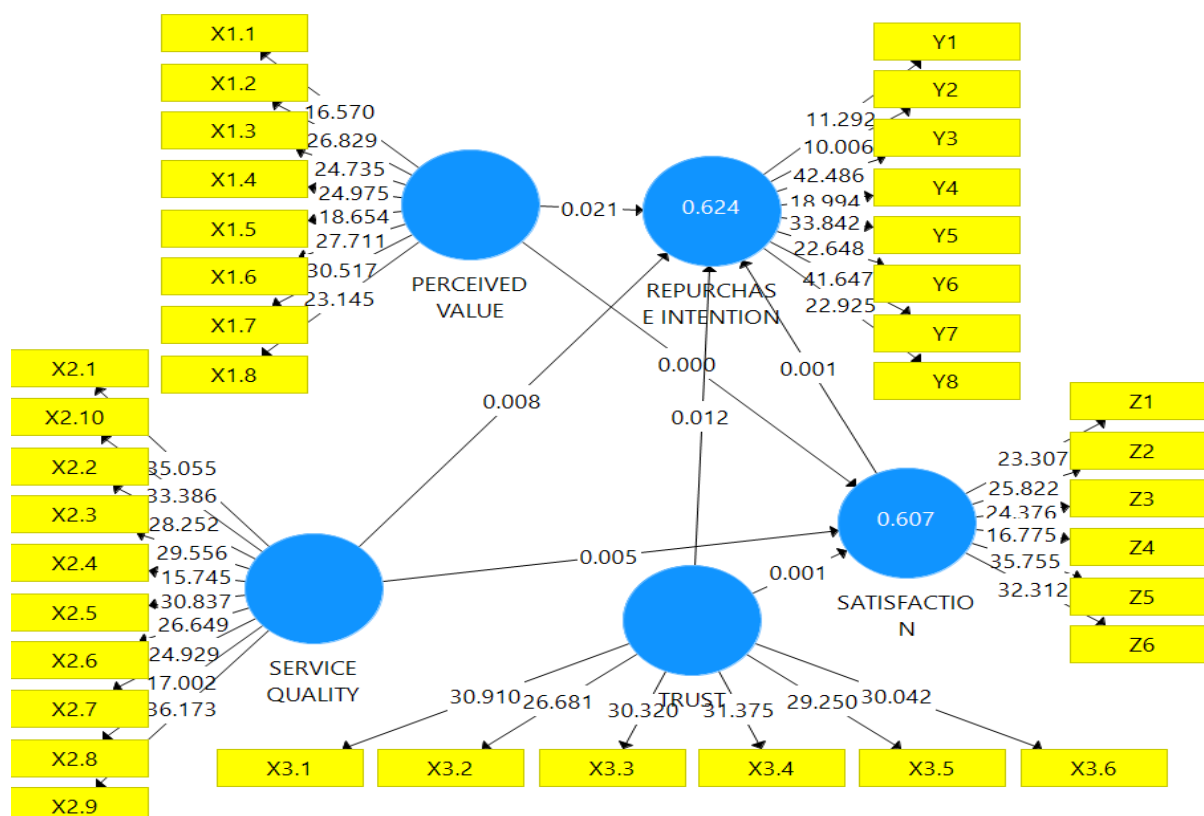


Figure 2. Structural Model (*Inner Model*). Source : Data processed by the researcher

Effect size refers to the absolute measure used to determine the contribution of a predictor variable to the response variable when the predictor is removed from the model. Changes in R^2 can be utilized to assess whether the influence of exogenous latent variables on endogenous latent variables is substantively significant. According to Cohen (2016), the effect size (f^2) is categorized as small (0.02), moderate (0.15), and large (0.35).

Tabel 3. Effect Size of Exogenous Latent Variables

Overall R^2	Exclude Variable	F^2	Category
0.624	Perceived Value	0.043	Small
	Service Quality	0.072	Small
	Trust	0.050	Small
	Satisfaction	0.073	Small

The effect size values for perceived value, service quality, trust, and satisfaction are 0.043, 0.072, 0.050, and 0.073, respectively. Based on these values, each variable is classified as having a small effect on the repurchase intention of commercial contraceptives.

Hypothesis Testing

A hypothesis is considered supported if the t-statistic value exceeds the critical value in the t-table. At a 95% confidence level ($\alpha = 0.05$), the critical value for a two-tailed test is 1.96 or higher (Jogiyanto, 2009). The results of the structural model evaluation are described below.

The Influence of Perceived Value, Service Quality, Trust, and Satisfaction on Repurchase Intention for Commercial Contraceptives

The hypothesis testing results indicate that perceived value, service quality, trust, and satisfaction each have a significant effect on the repurchase intention of commercial contraceptive products.

Specifically, the first hypothesis (H1) yields a t-statistic of 2.150 (> 1.96) with a p-value of 0.032 (< 0.05), supporting H1 and indicating that perceived value significantly influences repurchase intention. The second hypothesis (H2) shows a t-statistic of 2.564 (> 1.96) and a p-value of 0.011 (< 0.05), leading to the acceptance of H2 and confirming that service quality has a significant effect on repurchase intention. For the third hypothesis (H3), the t-statistic is 2.555 (> 1.96) with a p-value of 0.011 (< 0.05), thus supporting H3 and indicating that trust has a significant influence on repurchase intention. Lastly, the fourth hypothesis (H4) yields a t-statistic of 3.364 (> 1.96) with a p-value of 0.001 (< 0.05), supporting H4 and demonstrating that satisfaction has a significant influence on repurchase intention for commercial contraceptive products.

Table 4. Summary of Hypothesis Testing Results

Hypothesis	Path Effects	t-stat	P value	Note
H1	Perceived Value → Repurchase Intention	2.150	0.032	Significant
H2	Service Quality → Repurchase Intention	2.564	0.011	Significant
H3	Trust → Repurchase Intention	2.555	0.011	Significant
H4	Satisfaction → Repurchase Intention	3.364	0.001	Significant

The Influence of Perceived Value, Service Quality, and Trust on Repurchase Intention for Commercial Contraceptives: The Mediating Role of Satisfaction

The results for the fifth hypothesis (H5) indicate a t-statistic of 2.110, exceeding the critical value of 1.96, with a p-value of 0.035 (< 0.05). Accordingly, H5 is supported, demonstrating that satisfaction significantly mediates the relationship between perceived value and repurchase intention for commercial contraceptives.

For the sixth hypothesis (H6), a t-statistic of 2.372 (> 1.96) and a p-value of 0.018 (< 0.05) were obtained, resulting in the acceptance of H6. This finding indicates that satisfaction significantly mediates the effect of service quality on repurchase intention for commercial contraceptives.

Regarding the seventh hypothesis (H7), the analysis yielded a t-statistic of 2.644 (> 1.96) with a p-value of 0.008 (< 0.05), thereby supporting H7. This result demonstrates that satisfaction significantly mediates the relationship between trust and repurchase intention for commercial contraceptive products.

Table 5. Summary of Mediation Hypothesis Testing Results

Hypothesis	Path Effects	t-stat	P value	Note
H5	Perceived Value → Satisfaction → Repurchase Intention	2.110	0.035	Significant
H6	Service Quality → Satisfaction → Repurchase Intention	2.372	0.018	Significant
H7	Trust → Satisfaction → Repurchase Intention	2.644	0.008	Significant

Discussion

Within the framework of the Theory of Planned Behavior (Ajzen, 2011), repurchase intention for commercial contraceptive products is considered a primary predictor of actual behavior, shaped by individual attitudes, social norms, and perceived behavioral control. Individual attitudes are shaped by prior usage experiences, perceived benefits, perceived risks, and product expectations. Positive experiences, such as feeling safe and having expectations met, strengthen favorable attitudes and

trust toward the product, thereby enhancing the intention to repurchase. Supportive social norms from partners, family members, and the broader community further increase individuals' confidence in making repurchase decisions. Additionally, the role of healthcare providers in delivering friendly, informative, and professional services contributes to higher user satisfaction. Trust in the integrity of the supplying company also plays a crucial role in enhancing satisfaction with the product. Furthermore, perceived behavioral control, reflected in the ease of accessing contraceptive services, the availability of appropriate methods, and the provision of comprehensive and reliable information, reinforces users' confidence and perceived capability to engage in repurchasing behavior for commercial contraceptive products.

The findings of this study indicate that a higher perceived value among women of reproductive age is significantly associated with a stronger intention to repurchase commercial contraceptive products. This relationship is primarily influenced by the perceived functional value, wherein women of reproductive age perceive the contraceptive products as beneficial and providing comfort. The comfort associated with using commercial contraceptives, particularly due to the minimal perceived risk of side effects, further enhances exploratory intentions, fostering a continuous interest in seeking information and consulting with healthcare providers or trusted individuals within their social networks, such as family planning cadres, counselors, or peers currently using similar contraceptive products.

These results are consistent with the findings of Oyedele et al. (2017), who reported that higher perceived comfort is positively related to repurchase intention. Furthermore, women of reproductive age who experience a sense of safety after purchasing and using commercial contraceptives are more likely to maintain these products as their primary choice for future contraceptive use. Lastly, the perceived value derived from the ease of access to contraceptive products and services has also been found to significantly enhance repurchase intention for commercial contraceptive products. The findings of this study further indicate that service quality has a significant positive effect on the repurchase intention of commercial contraceptive products. This suggests that higher perceived service quality among women of reproductive age strengthens their intention to repurchase both commercial contraceptive products and related services. In this context, repurchase intention is influenced by the quality-of-service delivery, reflected in the knowledge and competencies of healthcare providers administering contraceptive services.

These results align with the findings of Thuy & Quang (2022) and Law et al. (2022), who assert that enhancing staff competencies and effectively addressing client concerns through improved service quality can increase repurchase intentions. Furthermore, the repurchase intention is shaped by healthcare providers' attitudes, particularly their respect for clients' contraceptive choices without imposing a specific method. This finding is consistent with Morkunas and Rudiene (2020), who emphasize that repurchase intention can be strengthened by considering social aspects within service delivery, including staff behavior and service ethics. Moreover, promptness in service delivery is found to significantly influence repurchase intention, as it reflects the efficiency and professionalism of healthcare providers and serves as a critical indicator of service quality. The importance of service promptness in encouraging repurchase intention supports the findings of Zeqiri et al. (2023), who highlight that consumers are willing to prioritize time efficiency and ease of the purchasing process over other benefits. In the context of purchasing and utilizing commercial contraceptive products within private healthcare facilities, these findings underscore the critical role of service quality in shaping repurchase behavior.

The findings of this study further demonstrate that trust exerts a significant positive effect on the repurchase intention of commercial contraceptive products. This suggests that higher levels of trust among women of reproductive age towards commercial contraceptive products are associated with a stronger inclination to repurchase these products. Such repurchase intentions are driven by women of reproductive age's trust in the ability of contraceptive product providers to adequately meet their family planning needs.

The perception that a company consistently delivers high-quality contraceptive products reinforces consumer trust, thereby enhancing repurchase intentions (Steinberg et al., 2021). Furthermore, this study reveals that women of reproductive age who trust in the benevolence of the company and its healthcare partners reflected in their commitment to act in the best interests of consumers and to take responsibility for any side effects arising from contraceptive use are more likely to repurchase commercial contraceptive products in the future. These findings are consistent with the assertions of Manzer et al. (2024), who state that consumer preferences are shaped by trust, which is cultivated through accumulated knowledge and experiences related to the integrity, competence, and benevolence of the company in providing products aligned with consumer needs. Additionally, consumers tend to place greater trust in companies with established positive reputations compared to those with less favorable reputations (Bao et al., 2016; Laouraphon & Nuangjamnong, 2022). Consequently, strong trust in the integrity of the company enhances women of reproductive age's intention to repurchase commercial contraceptive products, increases their likelihood of recommending these products to others, and sustains their interest in seeking updated information regarding the contraceptive products they utilize.

Furthermore, the results of this study demonstrate that consumer satisfaction significantly mediates the relationship between perceived value and the repurchase intention of commercial contraceptive products. When the perceived benefits of a product, such as effectiveness, comfort, and ease of access, exceed consumer expectations, consumers are more likely to experience satisfaction, which in turn fosters loyalty, reduces price sensitivity, and increases their willingness to recommend the product to others. This satisfaction also stimulates exploratory intentions, including the desire to try new product variants, as long as the perceived value remains high. These findings reinforce the understanding that a strong perceived value contributes to higher levels of consumer satisfaction, which subsequently strengthens repurchase intentions. This is consistent with previous studies indicating that enhanced perceived value leads to increased satisfaction, which in turn reinforces consumers' intentions to repurchase the product (Han et al., 2020; Singh & Alok, 2022).

Moreover, this study finds that consumer satisfaction positively and significantly mediates the relationship between service quality and the repurchase intention of commercial contraceptive products. High service quality, particularly reflected in the competence and professionalism of healthcare providers, contributes to positive consumer experiences, including prompt service delivery, procedural accuracy, and a low incidence of side effects. These factors collectively enhance consumer satisfaction and encourage women of reproductive age to repurchase contraceptive services from the same providers. Additionally, the quality of the social interaction between consumers and healthcare providers, coupled with flexible service hours, contributes to greater comfort, reinforces perceptions of service quality, and further strengthens satisfaction, thereby promoting repurchase intentions. Respect for consumers' contraceptive choices within service delivery also fosters satisfaction and loyalty, motivating consumers to recommend the services to others. These findings align with previous research indicating that satisfaction serves as a mediator in the relationship between service quality and repurchase intention (Rohwiyati & Praptiestrini, 2019; Khan et al., 2023; Soeharso, 2024).

In addition to mediating the effects of perceived value and service quality, this study reveals that consumer satisfaction also positively and significantly mediates the relationship between trust and the repurchase intention of commercial contraceptive products. Trust in the company's ability to provide safe, high-quality contraceptive products, along with its integrity in delivering accurate and transparent information, fosters a sense of security and confidence among women of reproductive age, thereby enhancing their satisfaction. This heightened satisfaction, in turn, motivates consumers to continue using, repurchasing, and recommending the same brand of contraceptive products, reinforcing customer loyalty and the sustained use of contraception. These findings underscore the critical role of trust, coupled with positive user experiences, in strengthening repurchase intentions. Moreover, the results align with prior studies demonstrating that satisfaction mediates the relationship between trust and repurchase intention (Dewi & Setyawan, 2021; Shidqi et al., 2022; Ginting et al., 2022; Nabila et al., 2023).

Conclusion

This study confirms that perceived value, service quality, and trust play essential roles in strengthening repurchase intention for commercial contraceptive products, with customer satisfaction acting as a significant mediating mechanism. When consumers perceive products as beneficial, safe, and easily accessible, supported by competent service and trustworthy providers, they are more inclined not only to repurchase but also to recommend them to others. Theoretically, these findings shift the perspective in contraceptive research from initial usage behavior toward loyalty and repurchase intention, positioning commercial contraceptives within the broader domain of healthcare marketing.

Managerially, the study highlights the importance of product differentiation, community-based education, professional service delivery, and organizational transparency to build long-term trust and loyalty. Policymakers can leverage the growing commercial contraceptive market to promote self-reliant family planning and reduce financial burdens on public programs.

Despite its contributions, this study has several limitations. The sample is restricted to reproductive-age women in North Lombok Regency, which may limit generalizability to other regions with different sociocultural or economic conditions. The cross-sectional design prevents strong causal interpretations, and the reliance on self-reported data may introduce perception and social desirability biases. Future research should expand to multiple regions, incorporate contextual variables such as cultural norms and husbands involvement, and adopt longitudinal or experimental designs to better understand causal mechanisms and the stability of repurchase behavior over time.

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