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Factors Influencing Customer Repurchase Intention and Word-Of-Mouth Behavior in Food and Beverage Chain Stores

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Abstract

This study investigates how customer experience attributes shape perceived value, satisfaction, repurchase intention, and word-of-mouth behavior in Vietnamese food and beverage chain stores. The study addresses the managerial problem of retaining customers in a competitive food and beverage market and contributes to the literature by clarifying a sequential value-satisfaction-behavior mechanism rather than examining isolated direct effects. Drawing on expectation conformation theory and perceived value theory, the research proposes a framework in which store atmosphere, price, perceived quality, product quality, and service quality influence perceived value; perceived value influences satisfaction; and satisfaction affects repurchase intention and word-of-mouth. A mix-methods design was used. The qualitative stage involved expert review and customer pretesting to refine measurement items and improve contextual relevance, while the quantitative stage used a structured survey of customers who had recently experienced food and beverage chain-store services in Vietnam. The research framework and seven empirical tables report the model, respondent profile, measurement items, reliability and validity indices, discriminant validity, hypothesis testing, mediation effects, and explanatory and predictive capability. After data screening, 432 valid responses were analyzed through reliability assessment, validity testing, mediation analysis, and partial least squares structural equation modeling, results show that all five experiential factors positively influence perceived value. Store atmosphere has the strongest effect among the antecedents ($\beta = 0.313$), while price has a smaller but significant effect ($\beta = 0.177$), suggesting that customers evaluate price through the overall experience rather than cost alone. Perceived value strongly increases satisfaction ($\beta = 0.552$), and satisfaction significantly enhances both repurchase intention ($\beta = 0.400$) and word-of-mouth ($\beta = 0.369$). The findings imply that chain-store managers should coordinate atmosphere, product consistency, service responsiveness, and value-based pricing as an integrated experience system to strengthen satisfaction, repeat purchase, and customer advocacy.

Keywords: Perceived Value, Satisfaction, Repurchase Intention, Word-Of-Mouth, Food and Beverage Chain Stores

1. Introduction

The food and beverage chain-store market in Vietnam has become increasingly competitive as customers are exposed to many domestic and international beverage, coffee, tea, bakery, and casual dining brands. In this setting, the managerial problem is not merely how to attract first-time customers, but how to retain customers who can return frequently and share their experience with others. Retention is especially important for chain stores because customers evaluate the brand through repeated contact with store atmosphere, price, product consistency, service quality, and the perceived value of the overall experience [1], [2]. Therefore, understanding the mechanism that converts these experience attributes into satisfaction, repurchase intention, and word-of-mouth is a relevant practical issue for food and beverage chain-store managers in Vietnam.

From an academic perspective, prior studies have examined the effects of service quality, product quality, price fairness, physical environment, perceived value, satisfaction, and behavioral intention in service and food consumption contexts [3], [4]. The research gap addressed in this paper is not the simple absence of mediation models. Rather, the gap concerns the limited contextual explanation of how multiple experiential factors jointly create perceived value, how perceived value is translated into satisfaction, and how satisfaction then drives two post-consumption outcomes: repurchase intention and word-of-mouth. Several earlier studies include mediation structures, but many focus on different service formats, selected antecedents, or one behavioral outcome. This study therefore positions its novelty more carefully as the testing of a sequential value-satisfaction-behavior mechanism in the Vietnamese food and

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beverage chain-store context.

Accordingly, the objective of this study is to test an integrated model in which store atmosphere, price, perceived quality, product quality, and service quality influence perceived value; perceived value influences satisfaction; and satisfaction shapes repurchase intention and word-of-mouth behavior. The scope of the study is Vietnamese food and beverage chain stores. Phê La was used as a typical on-site field setting during direct data collection because it reflects several characteristics of emerging domestic chain stores, including standardized store design, repeated service encounters, a recognizable experiential format, and a young customer base. However, the questionnaire was intentionally worded in a generic manner and online respondents were asked to evaluate a recent food and beverage chain-store experience rather than a single named brand. Thus, Phê La functions as a practical offline recruitment context, not as the sole object of the study. This clarification preserves the Vietnam-level research scope while preventing an overstatement that the sample is statistically representative of every food and beverage chain in the country.

2. Literature Review

2.1. Store Atmosphere

Store atmosphere is conceptualized as the set of environmental and sensory cues that customers encounter before, during, and after consumption. These cues include layout, lighting, scent, music, cleanliness, seating comfort, and visual identity. Building on servicescape logic and more recent food-service evidence , store atmosphere does not simply decorate the service setting; it shapes the emotional comfort, perceived effort, and experiential benefits that customers associate with a chain-store visit [1], [2], [4].

In food and beverage chain stores, atmosphere is especially important because customers often use the store for social interaction, studying, working, and lifestyle expression, not only for beverage consumption. When the atmosphere confirms or exceeds expectations, customers perceive that the visit offers benefits beyond the core product. This logic links expectation confirmation theory with perceived value theory: a favorable atmosphere increases the perceived benefits received relative to the time, money, and effort spent [5]. Therefore, store atmosphere is expected to enhance perceived value.

H1: Store atmosphere positively influences perceived value.

2.2. Price

Price is treated in this study as the customer's perception of monetary sacrifice, price transparency, and price fairness. In perceived value theory, price is not evaluated in isolation; it is interpreted against the benefits that customers believe they receive from product quality, service interaction, and the store environment [6]. Recent evidence in food-service contexts also shows that price fairness strengthens perceived value when customers regard the overall consumption experience as worthy of the amount paid [7], [4].

For food and beverage chain stores, a reasonable price can reinforce perceived value when it is consistent with product consistency, service reliability, and atmospheric benefits. However, price may have a more instrumental role than experience-related factors because many chain-store customers are willing to pay a premium when the visit satisfies both functional and emotional needs. This theoretical distinction provides a more specific basis for expecting a positive, but not necessarily dominant, effect of price on perceived value.

H2: Price positively influences perceived value.

2.3. Perceived Quality

Perceived quality is conceptually distinguished from product quality in this study. Perceived quality refers to the customer's holistic judgment of the overall excellence of the store experience relative to expectations and comparable brands [8], [3]. It includes the perceived consistency of product and service performance, but it also reflects the customer's broader evaluation of whether the chain-store experience is professionally organized, reliable, and superior to alternatives.

Product quality, by contrast, refers more narrowly to the tangible beverage or food attributes, such as ingredient freshness, taste, menu variety, and preparation consistency. This distinction is important because a customer may evaluate a drink as technically good while still forming a lower holistic quality judgment if service interaction or overall store experience is inconsistent. Separating perceived quality from product quality therefore reduces conceptual

redundancy and helps interpret the model more precisely.

In value formation, perceived quality represents a benefit-based cognitive assessment. When customers judge the overall store experience as reliable and superior, they are more likely to believe that the benefits received justify the costs incurred. This logic is consistent with perceived value theory and with recent empirical evidence showing that perceived quality contributes to perceived value and satisfaction in Vietnamese service settings [7], [3], [4].

H3: Perceived quality positively influences perceived value.

2.4. Product Quality

Product quality is a direct source of functional value in food and beverage consumption. It reflects the customer's evaluation of taste, freshness, menu design, preparation consistency, and the extent to which the core product meets or exceeds expectations [9]. In chain stores, product quality also signals operational standardization because customers expect similar performance across time and locations.

Unlike perceived quality, which captures a broader judgment of excellence, product quality focuses on the core item purchased. This distinction matters in premium or experience-oriented food and beverage settings because customers may accept a higher price only when the product itself is consistently good. When product performance is reliable, customers have stronger evidence that the benefits received outweigh the money and time spent. Accordingly, product quality is expected to contribute positively to perceived value. Its effect should be interpreted as a functional-benefit pathway within the broader value-creation system, alongside atmosphere, price fairness, perceived quality, and service quality.

H4: Product quality positively influences perceived value.

2.5. Service Quality

Service quality is defined as the customer's evaluation of employee responsiveness, reliability, assurance, empathy, and the tangible conditions supporting service delivery [10]. In a food and beverage chain-store context, service quality includes not only technical speed and accuracy but also staff attitude, problem solving, queue management, and the ability to make customers feel respected during the visit.

Service quality strengthens perceived value because it reduces non-monetary costs such as waiting time, uncertainty, and discomfort. Recent food-service studies suggest that service quality frequently influences behavioral outcomes indirectly through perceived value and satisfaction, rather than only through direct effects [7], [4]. Thus, service quality is theorized as an experiential input that increases the perceived benefits of the overall store visit.

H5: Service quality positively influences perceived value.

2.6. Perceived Value

Perceived value is the customer's overall assessment of whether the benefits of a product or service exceed the money, time, effort, and psychological costs invested [11], [6]. In food and beverage chain stores, value may be functional, emotional, economic, and symbolic. Functional value comes from product and service performance; emotional value comes from comfort and enjoyment; economic value comes from price fairness; and symbolic value comes from the lifestyle meaning attraced to the store experience [12], [13], [14].

This multidimensional view clarifies why perceived value is positioned as a central mediating construct in the model, customers become satisfied not only because they receive a good product, but because the complete experience feels worthwhile relative to what they give up. Consequently, perceived value is expected to increase satisfaction by translating concrete experience attributes into an overall evaluative judgment.

H6: Perceived value positively influences satisfaction.

2.7. Satisfaction

Customer satisfaction is an evaluative response formed when customers compare expectations with actual performance and conclude that the experience has met or exceeded what they anticipated [15]. While Oliver's confirmation logic remains a foundational explanation, recent food-service studies extend it by showing that satisfaction is strongly shaped by customers' value assessments and by the integration of product, service, atmosphere, and price cues [7], [2], [4]. In this study, satisfaction is treated as the affective and cognitive outcome of perceived value and as the immediate antecedent of post-consumption behavior.

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2.8. Repurchase Intention

Repurchase intention refers to the customer's stated likelihood of continuing to buy from the same store or brand after prior consumption experience [16]. It represents a future-oriented behavioral intention rather than actual behavior, but it is widely used because repeat patronage is a central objective for chain-store businesses. Customers are more likely to express repurchase intention when they believe that the previous experience was satisfying and worth repeating.

In service contexts, repurchase intention is not driven by satisfaction alone. Habit, convenience, competitor availability, and promotional activities may also influence whether customers return. Nevertheless, satisfaction remains a key psychological trigger because it reduces perceived risk and increases confidence in the next purchase [17]. This study therefore examines satisfaction as the direct predictor of repurchase intention while acknowledging that other determinants may explain additional variance.

Expectation confirmation theory provides the logic for this relationship. When perceived performance confirms or exceeds expectations, satisfaction increase; satisfied customers then have a stronger intention to repeat the experience because they expect similar benefits in the futere [15], [4], [18]. Accordingly, repurchase intention is interpreted here as a behavioral manifestation of satisfaction within the value-satisfaction-behavior chain rather than as an isolated outcome.

H7: Satisfaction positively influences repurchase intention.

2.9. Word-of-Mouth

Word-of-mouth is informal communication in which customers share their opinions and experiences about a product, service, or brand with others [19], [20]. In food and beverage services, positive word-of-mouth is valuable because potential customers often trust peer recommendations and online sharing more than firm-generated advertising. It also reflects the extent to which a customer considers the experience sufficiently memorable or credible to recommend.

The theory of reasoned action helps explain why satisfaction can lead to word-of-mouth. When customers develop a favorable attitude toward their experience, they are more willing to recommend it to others, especially in social environments where sharing restaurant, café, and beverage experiences is common [21], [22]. Therefore, satisfaction is expected to increase word-of-mouth behavior. In this model, word-of-mouth is treated as a separate post-consumption outcome from repurchase intention because a customer may recommend a store even when personal repurchase depends on convenience, budget or location.

H8: Satisfaction positively influences word-of-mouth.

Overall, the model is grounded in perceived value theory, expectation confirmation theory, and the theory of reasoned action, but these foundational theories are complemented by more recent food-service and Vietnamese service studies [1], [7], [2], [3], [4]. The study does not claim that mediation models are absent from the literature. Instead, it extends prior work by integrating five experiential antecedents with a sequential perceived value-satisfaction-behavior mechanism and by examining two outcomes, repurchase intention and word-of-mouth, in the context of Vietnamese food and beverage chain-store customers. To keep the model theoretically parsimonious, demographic and behavioral characteristics are reported descriptively in Table 1 rather than specified as control variables in the main structural model; future studies can extend the design by testing these variables as controls or moderators. Figure 1 show the research framnework.

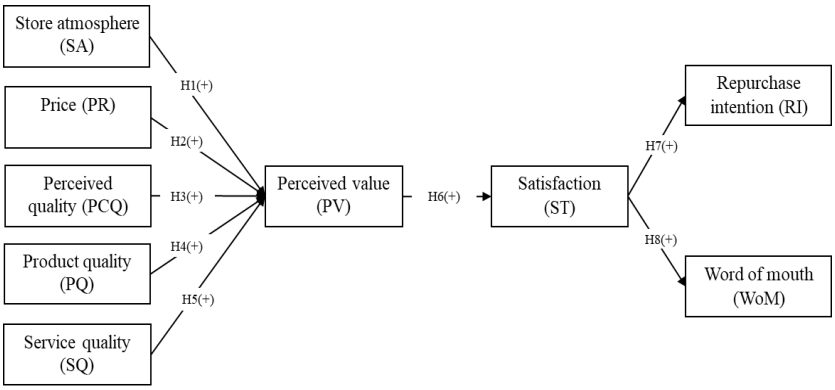

Figure 1. Research Framework

3. Methodology

3.1. Research Design, Scale Refinement, and Sampling Method

This study followed a mixed-methods design. The qualitative stage was used for scale refinement before the main survey. First, the draft questionnaire was reviewed by five expert informants, including marketing/service researchers and food and beverage practitioners. To assess construct relevance, item clarity, and contextual fit. Second, a pretest with 30 customers who had recent experience with food and beverage chain stores was conducted to check wording, response time, and whether respondents understood the items consistently. Feedback from these two procedures led to clearer wording for several measurement items, especially those related to perceived value, service quality, and word-of-mouth, while preserving the constructs adopted from prior studies. The qualitative stage also confirmed that the instrument should use neutral wording such as 'the store' and 'the food and beverage chain store' rather than wording tied to one specific brand. The quantitative stage then employed a convenience sampling method based on two screening criteria: (1) respondents must have experienced a food and beverage chain store in Vietnam within the past three months, and (2) respondents must be living, studying, or working in Vietnam. Convenience sampling was used because the study targeted actual consumers who could evaluate recent service experiences, but bias was reduced by combining on-site and online survey channels, screening for recent experience, removing incomplete responses, and interpreting the results as empirical evidence from Vietnamese chain-store customers rather than as a probability-based national estimate.

Regarding sample size, the study initially targeted 500 responses to ensure sufficient observations for reliability assessment, validity testing, mediation analysis, and partial least squares structural equation modeling. After data screening, 432 valid responses were retained. The sample size is adequate for the proposed model because the largest number of predictors entering one endogenous construct is five, and the retained sample substantially exceeds common minimum requirements for consumer behavior models using structural equation modeling [23].

3.2. Quantitative Data Collection

Data were collected through a combination of on-site surveys and online questionnaires. The on-site survey was conducted at selected Phê La stores as a typical domestic food and beverage chain-store setting. Phê La was appropriate for field recruitment because it has a standardized service process, a store atmosphere designed for both consumption and social experience, and repeat customer interactions that are comparable to many emerging chain-store formats in Vietnam. At the same time, the online questionnaire was administered through Google Forms and distributed via social media and customer networks to broaden access to respondents with recent food and beverage chain-store experience. Importantly, the questionnaire did not ask respondents to evaluate Phê La by name. Instead, respondents were instructed to evaluate the food and beverage chain store they had recently visited or with which they were most familiar. The repeated use of neutral wording such as 'the store' and 'this store' ensured that the unit of analysis remained customers' evaluations of chain-store experiences in Vietnam, while Phê La served as an accessible offline recruitment site for the direct survey component. Table 1 presents the demographic information of the survey subjects.

Table 1. Demographic Information

Category	Sub-category	N	%
Gender	Male	119	27.5%
	Female	313	72.5%
Age	From 18 to 22 years old	155	35.9%
	From 23 to 35 years old	197	45.6%
	More than 35 years old	80	18.5%
Occupation	Students	204	47.2%
	Office staff	111	25.7%
	Business	76	17.6%
	Others	41	9.5%
Income per month	Below 5 million	122	28.2%

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Category	Sub-category	N	%
	From 5 to under 10 million	192	44.4%
	More than 10 million	118	27.3%
Frequency of use per month	Below 5 times	9	2.1%
	From 5 times to 10 times	376	87%
	More than 10 times	47	10.9%

A total of 466 responses were collected, of which 432 valid responses were retained for analysis after removing incomplete or unusable questionnaires. The valid responses were used to assess scale reliability, convergent validity, discriminant validity, structural relationships, mediation effects, and predictive capability. Table 1 reports the demographic profile. Female respondents accounted for 72.5%, while male respondents accounted for 27.5%. The largest age group was 23 to 35 years old (45.6%), followed by 18 to 22 years old (35.9%), Indicating that the sample is concentrated among young consumers who are familiar with food and beverage chain-store services. Students represented 47.2% of respondents, followed by office staff (25.7%), business respondents (17.6%), and others (9.5%). Most respondents reported monthly income from 5 to under 10 million VND (44.4%) or below 5 million VND (28.2%). Regarding usage frequency, 87.0% reported visiting five to ten times per month, suggesting that the sample includes frequent chain-store users. Because young and frequent users dominate the sample, this characteristic is treated as a limitation when interpreting the generalizability of the findings.

4. Results and Discussion

The measurement scales utilized for the operationalization of variables in this study are systematically developed through the inheritance and adaptation of established frameworks from prior empirical research. By leveraging validated instruments from the existing literature, the study ensures the content validity and internal consistency of the constructs being measured.

4.1. Measurement Model Assessment Results

Constructs and measurement items are presented in the table 2.

Table 2. Constructs and measurement items.

Construct	Code	Measurement Item	Sources
Store atmosphere	SA1	The store's ambiance is tastefully designed, with reasonably arranged seating to create a relaxing and comfortable atmosphere for customers.	[2]
	SA2	The lighting, temperature, and aroma are harmoniously balanced, making the space warm and pleasant.	
	SA3	The music is soft and soothing, enhancing the relaxing feeling while enjoying drinks.	
	SA4	The store maintains a clean, tidy, and pristine appearance at all times.	
Price	PR1	I feel that the product prices at the store are stable and commensurate with the quality received.	[4]
	PR2	The prices at the store are within my budget.	
	PR3	The store displays prices clearly, transparently, and is easy to track.	
	PR4	Compared to other brands in the same segment, the prices at the store are reasonable and worth the money.	
Perceived quality	PCQ1	I feel that the products and services at the store are of superior quality compared to other beverage shops.	[8]
	PCQ2	My experience at the store met my expectations.	
	PCQ3	The quality of drinks and service at the store has been consistently good across multiple visits.	
	PCQ4	Compared to similar brands, the store provides a better quality experience.	
Product quality	PQ1	The ingredients used at the store are always fresh and have a strong natural taste.	[4]
	PQ2	The menu is diverse, creative, and suitable for many customer groups.	

Construct	Code	Measurement Item	Sources
	PQ3	The store's products maintain consistent quality between uses.	
Service quality	SQ1	The staff were friendly, professional, and always greeted customers with a positive attitude.	[24]
	SQ2	The service was quick and met my expectations.	
	SQ3	The staff understood customer needs and were ready to assist when needed.	
	SQ4	The service area was well-equipped, clean, and neatly arranged.	
Perceived value	PV1	I felt that my experience at the store was well worth the money I spent.	[2]
	PV2	I felt comfortable, excited, and relaxed while enjoying my drinks.	
	PV3	I believe the store offers high value in terms of product quality, ambiance, and service.	
	PV4	The store experience gives me symbolic and lifestyle value beyond the drink itself.	
Satisfaction	ST1	I am satisfied with the service	[2]
	ST2	I am pleased to have visited	
	ST3	I was happy with the experience	
	ST4	The store gives overall satisfaction and good experience	
Repurchase intention	RI1	I intend to continue buying drinks at this store in the future.	[4]
	RI2	I would readily recommend this store to friends or family as a favorite spot.	
	RI3	Despite the emergence of many new brands, I remain loyal to this store.	
Word-of-mouth	WoM1	I often share positive experiences at the store on social media or with friends.	[4]
	WoM2	I'm willing to recommend the store to others.	
	WoM3	I advise friends and acquaintances to visit the store to experience the atmosphere and drinks.	
	WoM4	I always speak well of the store to those around me.	

The measurement model was assessed by examining outer loadings, internal consistency reliability, and convergent validity. As reported in table 3, all observed variables have outer loadings above the recommended threshold of 0.70, indicating that the items represent their respective constructs adequately [23]. Cronbach's alpha values range from 0.746 to 0.867, and composite reliability values range from 0.854 to 0.908, confirming acceptable internal consistency. The average variance extracted values range from 0.613 to 0.745, exceeding the 0.50 criterion and supporting convergent validity. Product quality has the lowest Cronbach's alpha because it is measured with three items, but its composite reliability and average variance extracted remain satisfactory. Perceived value, satisfaction, and word-of-mouth show relatively higher reliability and convergent validity, suggesting that respondents evaluated these constructs consistently.

Table 3. Results of evaluation of the measurement model

	Outer Loading	Cronbach's Alpha	Composite reliability rho_c (CR)	AVE
SA		0.809	0.875	0.635
SA1	0.789			
SA2	0.786			
SA3	0.785			
SA4	0.829			
PR		0.791	0.863	0.613
PR1	0.798			
PR2	0.835			
PR3	0.773			
PR4	0.721			
PCQ		0.820	0.879	0.646
PCQ1	0.781			
PCQ2	0.800			

	Outer Loading	Cronbach's Alpha	Composite reliability rho_c (CR)	AVE
PCQ3	0.808			
PCQ4	0.824			
PQ		0.746	0.854	0.662
PQ1	0.828			
PQ2	0.762			
PQ3	0.848			
SQ		0.840	0.893	0.677
SQ1	0.776			
SQ2	0.859			
SQ3	0.852			
SQ4	0.800			
PV		0.860	0.905	0.704
PV1	0.840			
PV2	0.852			
PV3	0.818			
PV4	0.846			
ST		0.858	0.903	0.700
ST1	0.830			
ST2	0.841			
ST3	0.840			
ST4	0.835			
RI		0.836	0.897	0.745
RI1	0.899			
RI2	0.824			
RI3	0.864			
WoM		0.867	0.908	0.712
WoM1	0.894			
WoM2	0.853			
WoM3	0.793			
WoM4	0.833			

Discriminant validity was assessed using the Heterotrait-Monotrait ratio. The stricter 0.85 threshold was selected because several constructs in the model are conceptually related, particularly perceived quality, product quality, perceived value, and satisfaction [25]. The HTMT Correlation Indexs are presented in the table 4.

Table 4. The HTMT Correlation Index

	PCQ	PQ	PR	PV	RI	SA	SQ	ST	WoM
PCQ									
PQ	0.291								
PR	0.306	0.176							
PV	0.582	0.548	0.459						
RI	0.645	0.421	0.282	0.568					
SA	0.330	0.443	0.209	0.667	0.349				
SQ	0.345	0.232	0.306	0.594	0.332	0.363			
ST	0.332	0.460	0.268	0.638	0.440	0.460	0.464		
WoM	0.214	0.275	0.296	0.578	0.308	0.365	0.352	0.410	

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As shown in table 4, all values are below 0.85, and the highest observed value is 0.667. This wide margin supports discriminant validity and helps address the potential concern that perceived quality and product quality may be redundant. The results indicate that customers can distinguish between the broader perceived excellence of the store experience and the more specific quality of the product itself.

4.2. Structural Model Assessment

Before interpreting the structural paths, multicollinearity was assessed using the inner variance inflation factor. As shown in table 5, all inner variance inflation factor values are below 3.00, indicating that multicollinearity is not a serious concern in the structural model [23]. This result is particularly relevant because the model includes conceptually related experiential factors as antecedents of perceived value.

Table 5. Results of hypothesis testing

	Hypothesis	Estimate	P-value	Result	VIF	f^2
H1	SA → PV	0.313	0.000	Accepted	1.255	0.191
H2	PR → PV	0.177	0.000	Accepted	1.118	0.069
H3	PCQ → PV	0.251	0.000	Accepted	1.202	0.128
H4	PQ → PV	0.203	0.000	Accepted	1.173	0.085
H5	SQ→PV	0.256	0.000	Accepted	1.201	0.133
H6	PV→ST	0.552	0.000	Accepted	1.000	0.438
H7	ST → RI	0.400	0.000	Accepted	1.000	0.190
H8	ST → WoM	0.369	0.000	Accepted	1.000	0.157

Table 5 and figure 2 presents the structural model results obtained through partial least squares structural equation modeling. All eight hypotheses were supported, as indicated by positive and statistically significant standardized path coefficients. Store atmosphere has the strongest effect on perceived value (H1: β = 0.313), followed by service quality (H5: β = 0.256), perceived quality (H3: β = 0.251), product quality (H4: β = 0.203), and price (H2: β = 0.177). perceived value has a strong positive effect on satisfaction (H6: beta = 0.552), while satisfaction positively affects repurchase intention (H7: β = 0.400) and word-of-mouth (H8: β = 0.369).

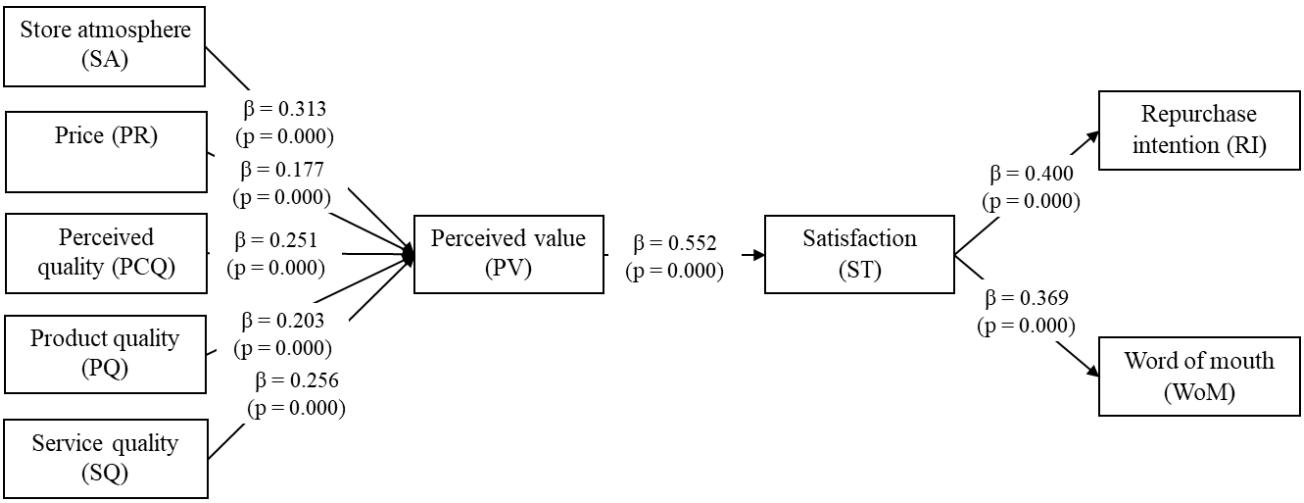

Figure 2. Results of hypothesis testing

The effect size (f^2) results provide additional interpretation: store atmosphere, satisfaction-to-repurchase intention, and satisfaction-to-word-of-mouth show medium effects; price, perceived quality, product quality, and service quality show smaller but still meaningful effects; and perceived value has a large effect on satisfaction. These results suggest that value creation is driven more strongly by the experiential configuration of the store than by price alone. Table 6 shows that all reported indirect effects are statistically significant.

Table 6. Results of mediating effects

	Estimate	P-value
SA → PV →ST	0.173	0.000
PR → PV → ST	0.098	0.000
PCQ → PV → ST	0.138	0.000
PQ → PV → ST	0.112	0.000
SQ → PV → ST	0.141	0.000
PV → ST → RI	0.221	0.000
PV → ST → WoM	0.204	0.000

Store atmosphere, price, perceived quality, product quality, and service quality influence satisfaction through perceived value, while perceived value influences repurchase intention and word-of-mouth through satisfaction. Because the specified structural model does not include direct paths from the five experiential antecedents to satisfaction, or from perceived value to repurchase intention and word-of-mouth, the study interprets these results as a model-specified indirect mediation rather than making an overextended claim of full or partial mediation. This interpretation is theoretically appropriate because the model is designed to explain a sequential value-satisfaction-behavior mechanism. Future studies may add alternative direct paths to formally distinguish between partial and full mediation. The explanatory and predictive capability results in table 7 should be interpreted carefully.

Table 7. Model's Explanatory and Predictive Capabilities

	R^2	Q^2 index
PV	0.590	0.412
RI	0.160	0.107
ST	0.305	0.209
WoM	0.136	0.092

Perceived value has an R^2 value of 0.590 and a Q^2 index of 0.412, indicating that the experiential antecedents explain a substantial portion of perceived value and provide useful predictive capability. Satisfaction has a moderate R^2 value of 0.305 and a Q2 index of 0.209, reflecting the central role of perceived value. However, repurchase intention (R^2 = 0.160) and word-of-mouth (R^2 = 0.136) have relatively modest explanatory power, even though their Q^2 values are positive. This means that satisfaction is a statistically significant driver of post-consumption behavior, but it is not the only determinant. Factors such as convenience, habit, store location, promotions, competitor attractiveness, social media behavior, and brand attachment may explain additional variance and should be considered in future research.

4.3. Discussion

The findings provide empirical support for the proposed value-based framework and clarify how experience attributes are converted into post-consumption behavioral intentions. Store atmosphere exerts the strongest effect on perceived value among the five antecedents. This result is consistent with [2], who found that store atmosphere contributes to perceived value and behavioral intention in a café setting, and with [1], who emphasized the role of store atmosphere in convenience store customer evaluations in Vietnam. The results also aligns with [4], who showed that experiential cues in food-service settings influence perceived value and satisfaction. In the present study, this relationship appears particularly meaningful because customers of Vietnamese chain stores often use the store not only to consume drinks or food, but also to study, work, meet friends, and express lifestyle preferences. Therefore, atmospheric cues such as seating comfort, lighting, cleanliness, scent, and music become part of the value that customers believe they receive.

Price has a positive but comparatively weaker effect on perceived value. This finding is consistent with Zeithaml's view that price is interpreted as a sacrifice relative to perceived benefits, and with recent food-service evidence showing that price fairness supports perceived value rather than replacing experience quality [4], [5]. The weaker coefficient also corresponds with [7] that in Vietnamese food-service settings, price works together with service environment and quality rather than operating as a single dominant driver. Therefore, the result should not be read as price being

unimportant. Instead, it suggests that customers may accept a higher or moderate price when the store delivers a comfortable atmosphere, consistent product quality, and responsive service. For chain stores, price is therefore a reference point within a broader value judgment, not merely a stand-alone cost.

The results for perceived quality, product quality, and service quality further confirm that customers form value judgments from both tangible and intangible benefits. The positive effect of perceived quality is consistent with [8], who positioned perceived quality as a benefit-related evaluation in value formation. The positive effect of product quality is also in line with [4], who reported that food or beverage quality contributes to revisit intention and word-of-mouth through customers' value and satisfaction evaluations. At the same time, service quality remains important because responsiveness, friendliness, and reliability reduce non-monetary costs such as waiting time, uncertainty, and discomfort; this interpretation is compatible with [1] and [3], who showed that service quality and perceived value are closely connected in Vietnamese service context. These comparisons support the decision to treat perceived quality and product quality as related but distinct constructs: perceived quality captures the overall excellence of the store experience, whereas product quality captures the functional performance of the core item consumed.

Perceived value has the largest effect in the model through its impact on satisfaction. This result reinforces perceived value as the psychological bridge between experience and satisfaction. The finding is theoretically consistent with Woodruff's and Zeithaml's value perspectives, in which customers evaluate what they receive against what they sacrifice [10], [5]. It is also empirically consistent with [13], [3], [4], who found that perceived value is a key driver of satisfaction in retail and food-service contexts. The present study extends these findings by showing that value is not a peripheral evaluation but the central mechanism through which atmosphere, price, perceived quality, product quality, and service quality are converted into satisfaction among customers of Vietnamese food and beverage chain stores.

Satisfaction significantly affects both repurchase intention and word-of-mouth, confirming that satisfied customers are more likely to return and to recommend the store to others. This result is consistent with [16], who treated repurchase intention as a continuation response shaped bt prior satisfaction, and with [20], who emphasized the persuasive role of customer-to-customer communication [16], [20]. It also aligns with food and beverage studies showing that satisfaction supports revisit intention and word-of-mouth [4]. However, the relatively modest R2 values for repurchase intention and word-of-mouth provide an important theoretical caution. Satisfaction explains part of post-consumption behavior, but repeat purchase may also depend on convenience, habit, promotions, store location, and alternative brands, while word-of-mouth may depend on social media habits, peer influence, and the distinctiveness of the experience. Therefore, the study contributes by identifying a significant value-satisfaction pathway while also acknowledging that behavioral outcomes are shaped by a wider set of contextual and individual factors.

5. Conclusion, Implications and Limitations

5.1. Conclusion

This study examined factors influencing customer repurchase intention and word-of-mouth behavior in Vietnamese food and beverage chain stores. The qualitative stage refined the measurement scale through expert review and customer pretesting, while the quantitative stage analyzed 432 valid responses collected from customers who had recently experienced food and beverage chain-store services in Vietnam. The offline component used Phê La as a type domestic chain-store field setting, and the online component used a generic questionnaire to capture customers' evaluation of recent chain-store experiences. The data were analyzed using reliability assessment, validity testing mediation analysis, and partial least squares structural equation modeling.

The results confirm that store atmosphere, price, perceived quality, product quality, and service quality all have positive and statistically significant effects on perceived value. Perceived value strongly influences satisfaction, and satisfaction subsequently enhances both repurchase intention and word-of-mouth behavior. The main theoretical contribution is the clarification of a sequential value-satisfaction-behavior mechanism in the Vietnamese food and beverage chain-store context. The study also clarifies that Phê La was used as a fieldwork access point for direct survey collection, not as the only conceptual boundary of the research. Therefore, the findings are presented as empirical evidence from Vietnamese chain-store customers, while the non-probability nature of the sample is acknowledged transparently.

These findings show that managers should not treat atmosphere, product quality, service quality, and pricing as separate operational issues. Instead, they should manage these elements as an integrated value-creation system that strengthens satisfaction and encourages both repeat purchase and positive customer advocacy.

5.2. Implications

Based on the research findings, this study offers several managerial implications that are directly tied to the estimated effects. First, because store atmosphere has the strongest effect on perceived value among the antecedents, managers should treat store design as a strategic value-creation tool rather than as decoration. Lighting, scent, cleanliness, seating comfort, music, and spatial zoning should be standardized across stores while still allowing each outlet to preserve local relevance, separate zones for studying, working, and social interaction may improve customers' perception that the store offers benefits beyond a simple beverage purchase. Second, because perceived value has a large effect on satisfaction, managers should coordinate product, service, atmosphere, and brand communication as one integrated experience. Value will be stronger when customers perceive consistency across taste, waiting time, staff attitude, service recovery, and the symbolic image of the brand.

Third, the smaller but significant price effect suggests that price reductions alone are unlikely to be the most effective loyalty strategy. Pricing should be framed around value enhancement through transparent menus, membership privileges, off-peak bundles, personalized rewards, and benefits that make customers feel the experience is worth the money paid. Fourth, product quality and service quality should be monitored through operational indicators such as recipe consistency, ingredient freshness, waiting time, complaint frequency, and staff responsiveness. Finally, because the explanatory power for repurchase intention and word-of-mouth is modest, managers should combine satisfaction management with loyalty programs, digital engagement, location convenience, and social media encouragement to strengthen actual repeat behavior and customer advocacy.

5.3. Limitations and future research

Despite achieving its research objectives, this study has several limitations. First, the study uses convenience sampling. Although the online questionnaire used general wording and the on-site component used selected Phê La stores as a typical domestic chain-store field setting, the sample should not be interpreted as a probability-based national representation of all food and beverage chain stores in Vietnam. The dominance of young and frequent customers may also lead to more favorable evaluations than those of older or occasional customers. Second, the cross-sectional and self-reported design may introduce common method bias and does not allow changes in customer perceptions to be observed over time. Third, the model intentionally focuses on the value-satisfaction mechanism and does not include control variables such as age, income, visit purpose, store location, purchase frequency, or digital engagement. This issue should be considered at the model-design stage in future studies rather than only after estimation. Fourth, the relatively low R2 values for repurchase intention and word-of-mouth indicate that other determinants, such as brand attachment, switching cost, habit, competitor attractiveness, social influence, and platform-based sharing behavior, should be incorporated. Future research could expand the sampling frame to multiple regions and competing chain-store brands, adopt probability or quota sampling, test direct paths to distinguish partial and full mediation, and use longitudinal data to improve causal interpretation and external validity.

6. Declarations

6.1. Author Contributions

Conceptualization: D.N.T. and T.T.K.T.; Methodolody: D.N.T and T.T.K.T.; Software: D.N.T.; Validation: D.N.T and T.T.K.T.; Formal Analysis D.N.T.; Investigation: D.N.T.; Resources: T.T.K.T.; Data Curation: D.N.T.; Writing Original Draft Preparation: D.N.T.; Writing Review and Editing: T.T.K.T. and D.N.T,; Visualization: D.N.T.; Supervision: T.T.K.T. All authors have read and agreed to the submitted version of the manuscript.

6.2. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

6.3. Funding

This research did not receive any specific grant or financial support from funding agencies in the public, commercial, or nonprofit sectors.

6.4. Institutional Review Board Statement

Ethical review and approval were waived because the study involved an anonymous customer survey, collected no sensitive personal information, and posed minimal risk to participants.

6.5. Informed Consent Statement

Informed consent was obtained from all participants before they completed the questionnaire. Participation was voluntary, and respondents were informed that their answers would be used only for academic research purposes.

6.6. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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