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Research Article

RECONCEPTUALIZING REPEAT REPURCHASE THROUGH PRICE PERCEPTION IN YELLOW DRAGON FRUIT AGRITOURISM

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Abstract

Price perception is a very important factor in the process of making consumer purchases, because price is not only viewed as the money that must be paid, but also as an indicator of expected value, quality, and benefits from a product. Research this aim for analyze the influence of Availability and Product Uniqueness to Price Perception, as well as its impact on Repeat Purchasing of dragon fruit consumers in Agrotourism Sangkanika Edugarden Study this use design quantitative with Structural Equation Modeling and Bootstrapping analysis on 128 selected respondents through an accidental sampling technique. Data measurement used a Likert scale. Research results find the occurrence of a reconceptualization construct, where the model becomes more parsimonious and fit when compared to the structural model beginning, namely by eliminating the Product Availability construct, so that the construct Product Uniqueness is significantly influential on Price Perception (β = 0.798; p= 0.001). Price Perception is significantly influential on Repeat Purchase (β = 0.934; p= 0.002); however, Product Uniqueness is not directly influential on Repeat Purchase (β = -0.170; p = 0.994) but is influential on Repeat Purchase (β = 0.745; p = 0.000), so that Price Perception plays a very important role as a full mediating variable. Findings of this study, while being a novelty, so that study very useful for the development of the theory of perceived value, consumer behavior, utilization of construct measurement instrument tests, and, in general, practical for managers of agrotourism to increase Repeat Purchase at Agrotourism Sangkanika Edugarden.

Keywords: Agrotourism, Price Perception, Product Uniqueness, Repeat Purchase, Structural Equation Modeling-Bootstrapping.

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INTRODUCTION

Price perception is a very important factor in the process of making consumer purchase decisions in general, because price is not only viewed as money that must be paid, but also as an indicator of expected value, quality, and benefits from a product (Levrini & Dos Santos, 2021; Maulana & Saputri, 2024). For that, consumers often evaluate whether the price offered is worth it with the benefits received (value for money), so that the perception of fairness and appropriate price will influence interest in purchasing, satisfaction, loyalty, and repeat (Pan et al., 2025; Saputri & Surianto, 2023). Therefore, understanding price perception is very important for companies to formulate a strategy determination price capable products create mark for consumers, increasing competitive power, and supporting sustainability efforts. Understanding price perception, this price also applies to marketing horticulture products.

According to Sinaga et al. (2024), the product horticulture is results cultivation plants that are included in the category of vegetables, fruits, flowers, and herbs. One of the horticulture which is currently this liked public is fruit dragon yellow (Selenicereus megalanthus) because it tastes sweet and fresh, the color is unique, and beneficial for health (contains high antioxidants and other nutrients) (Wardana, 2023). Such conditions put fruit dragon yellow as products that have premium market value, so that many communities develop it, including in the region Agrotourism Sangkanika Edugarden, Regency Kuningan, Province West Java, Indonesia.

Development fruit dragon yellow in Agrotourism Sangkanika Edugarden Already walk four years (starting in 2022). The fruit is marketed at the agrotourism location, and many visitors have bought it. However, based on a survey introduction to the month January 2026, findings were obtained that buyers or consumers complain that the price of dragon fruit is high, namely in the range of Rp. 150,000/kg, while the price of red dragon fruit only ranges from Rp. 45,000/kg. If the consumer complaint is not resolved quickly, then it can have a serious impact, namely consumers will not buy again (Kotler & Keller, 2009). Therefore, the party manager must quickly overcome these complaints, include with study meaning of price or perceived price in the eyes of consumers because dragon fruit yellow is a unique and useful fruit (Wardana, 2023).

A number of study previously, related with the above problems, among others; 1) Kurnia et. al (2009) showed the variety fruit dragon yellow own vitamin C content is much higher more tall compared to varieties white , so that give uniqueness mark nutrition that can increase perception consumer value and willingness to pay price more height ; 2) Putri et. al (2024) explain uniqueness of taste and Price Perception influential significant impact on consumer preferences , where distinctive taste characteristics can strengthen Power pull product; 3) Fadila (2024) find that quality physical and supply is factor determinant formation price of fruit dragon , and influence decision purchase ; 4) Tiffany et al. (2025) explain fruit dragon yellow own superiority agronomist such as high sweetness level (brix) , size typical , as well as structure unique skin , all of which can form perception exclusivity and premium prices ; and 5) Sekar Bi Rachmadhan (2026) explain that scarcity or stock limited can create urgency in consumers and increase perception value ; and 6) Nugraha et al. (2024) explain issue scarcity (Product Availability) can increase mark perception A product so that consumers can see it as more items valuable , and leads to improvement price .

Notice results of the above research, it can be interpreted that price perception in the eyes of consumers is how consumers evaluate and feel the price of a product based on various factors, such as value, quality, uniqueness, benefits, and experience. Therefore, in context perception, the right price can give birth to a premium price, namely a determined price based on price sell more tall For something product certain factors, which are caused by factors like quality, uniqueness, benefits, and cultivation methods used (Rahma et al., 2023). In addition, from a previous study previously also known that price perception is influenced by Product Uniqueness and Product Availability.

Dragon fruit yellow (Selenicereus megalanthus) is often called unique because own several special characteristics that distinguish it from type others, such as: yellow pericarp, white mesocarp, and black seeds that creates Power attractive visual appeal. In addition, the dragon yellow is considered the sweetest and the most dense nutrition among type others, making it very valuable in the market. Therefore, uniqueness can form a perception of exclusivity and contribute to the formation of a premium price (Rahma et al., 2023; Tiffany et al., 2025; Wardana, 2023). In the aspect of product availability, dragon fruit yellow including rare horticultural product because production is still limited, the request high, product unique, and marketed as a premium product (exclusivity). This can create a perception of exclusivity and increase attraction power among consumers (Chen et al., 2020; Nugraha et al., 2024; Rachmadhani et al., 2026). By understanding the meaning of price perception in the eyes of consumers, it is hoped that it will have a positive impact on repurchase so as to support the sustainability of the development of yellow dragon fruit cultivation and Agrotourism itself.

In this methodological aspect, all the above research uses multiple linear regression, which is assessed as not sufficiently appropriate because all proposed variables in the model is variables latent (Ghozali & Fuad, 2005; J. Hair, 2014). Therefore, this required more data analysis, namely Structural Equation Modeling (SEM). SEM is a device capable data analysis analyze variables latent because can find indicators in a way effective, where the ability is not can done with analysis multiple linear regression (Ghozali & Fuad, 2005). Apart from that, the proposed structural model is generally in the form of direct influence (formative), which is less descriptive of actual conditions, whereas in research, this is the proposed structural model in the form of direct and indirect influence, bringing up variable mediation that can better describe actual conditions. Therefore, the gap in this study is in the form of methodological gaps and evidence (Ammbiya et al., 2025; Miles, 2017; Septyanto et al., 2025).

Thus, this research this intend to fill in gap or gap the research above, namely with use SEM analysis and structural model mediation. Efforts to fill this gap study this has bring up matter new or novelty in the form of reconceptualization of very construct beneficial constructs because they have given theoretical-methodological contributions (application of discriminant tests and bootstrapping), consumer behavior, and technical contributions for agrotourism business agrotourism in effort increase amount purchase return fruit dragon yellow through the development of premium prices at Agrotourism Sangkanika Edugarden. The existence of research gaps and novelty shows that this study This own originality, making it very important for implementation (Syarifudin & Wachdijono, 2026).

RESEARCH METHOD

Research Design

This study uses a quantitative approach with explanatory research which aims to analyze and explain the influence of Product Availability and Product Uniqueness to Price Perception, as well as its impact on Repeat Purchasing of dragon fruit consumers (Prananta et al., 2026; Zhang et al., 2021). Data analysis was carried out using the Covariance-Based Structural Equation Modeling (CB-SEM) method with the help of Analysis of Moment Structures (AMOS) software (Sofia et al., 2023), which allows testing of relationships between latent constructs through measurement models and structural models simultaneously (Robi et al., 2017).

Research Target/Subject

The population in this study is yellow dragon fruit buyers at Agrotourism Sangkanika Edugarden, the number of which is unknown. For this reason, the number of samples is determined based on the Hair rule, the number indicator (18) can be multiplied by the number 7 so that a total of 128 yellow dragon fruit buyers (J. Hair, 2014), and sampling was carried out accidentally, then conducted interviews and filled out questionnaires that had been prepared. The sampling technique was delayed because there was no adequate sampling framework available (Agrawal, 2010).

Research variables include X1 (Product Availability), X2 (Product Uniqueness), Y1 (Price Perception), and Y2 (Repeat Purchase), all of which are latent, so measurement variables were assessed for each indicator (Ghozali & Fuad, 2005; J. Hair, 2014). Overall indicator from the above variables totaled 18 and formed a complex structural model (there is direct influence and no direct influences).

Research Procedure

Data measurements are used on a Likert scale (5-1), with conditions: 5 (very agree), 4 (agree), 3 (sufficiently agree), 2 (no agree), and 1 (very much no agree) (Fauziah et al., 2025; Jihan Nabilah et al., 2023; Prasetyo et al., 2023). Data were analyzed with Structural Equation Modeling (SEM) and Bootstrapping, which started from the validity test convergence, construct reliability, and discriminant validity. If not pass the three tests, especially the discriminant validity test, then reconceptualization of the construct or model modification (JF Hair et al., 2019). If the structural model test results show the reconceptualization passes, then proceed with the model fit test (Goodness of Fit), which is based on several criteria (cut-off) such as: chi-square, probability, RMSEA, SRMR, GFI, AGFI, TLI, CFI, NFI, PNFI, and PCFI (Cho et al., 2020; Hu & Bentler, 1999; Maia & Lima, 2021). If pass this test, hypothesis testing was carried out (statistical testing), which is based on the Bootstrapping p-value because the data are not normally distributed (Awang et al., 2015; Streukens & Leroi-Werelds, 2016).

Instruments, and Data Collection Techniques

The research instrument consisted of a structured questionnaire designed to collect primary data from consumers who had purchased yellow dragon fruit at Agrotourism Sangkanika Edugarden, Kuningan Regency, West Java, Indonesia. This questionnaire was

developed based on operational indicators of the research construction, namely Product Availability (X1), Product Uniqueness (X2), Price Perception (Y1), and Repeat Purchase (Y2). Each construction was measured using a Likert scale to capture respondents' perceptions and assessments of product availability, product uniqueness, price perception, and repurchase. The questionnaire data was then used to assess the measurement model, including the validity and reliability of the research construct, within the framework of Covariance-Based Structural Equation Modeling (CB-SEM).

Primary data was collected through a field survey conducted from April to June 2026, involving 128 respondents who had purchased yellow dragon fruit at Sangkanika Edugarden Agrotourism. The number of respondents was determined to be 128 to provide the data needed in the analysis of the relationship between the research constructions. The data was collected by distributing a structured questionnaire directly to the respondents to obtain information about their buying experience, perception of product uniqueness, price perception, and repurchase intention. The collected data was then organized and analyzed using Structural Equation Modeling (SEM) with Analysis of Moment Structures (AMOS) software to evaluate the measurement model and examine the relationship between the research constructs.

Data Analysis Technique

Survey responses collected from yellow dragon fruit buyers at Agrotourism Sangkanika Edugarden are screened, coded, and examined using Covariance-Based Structural Equation Modeling within Analysis of Moment Structures software to evaluate both the measurement model and structural relationships simultaneously. Following preliminary data screening and distributional checks on the ordinal perception ratings, the measurement model is evaluated for convergent validity, construct reliability, and discriminant validity, with theoretical reconceptualization or model respecification applied whenever validity thresholds particularly discriminant validity are not satisfied. Once adequate Goodness-of-Fit is achieved across established indices covering model fit, parsimony, and residual discrepancies, direct and indirect structural paths linking product availability, product uniqueness, price perception, and repeat purchase are tested through resampling procedures to accommodate non-normal data distributions.

RESULTS AND DISCUSSION

Based on primary data that has been obtained from 128 respondents, validity, reliability, and discriminant tests were carried out construct moreover before, before Structural model and hypothesis tests were conducted. Validity and reliability test results indicator construct is said to be valid and reliable if the loading factor value > 0.50 and composite reliability > 0.77 (JR Hair et al., 2021). Validity and reliability test results for the indicator construct are presented in Figure 1.

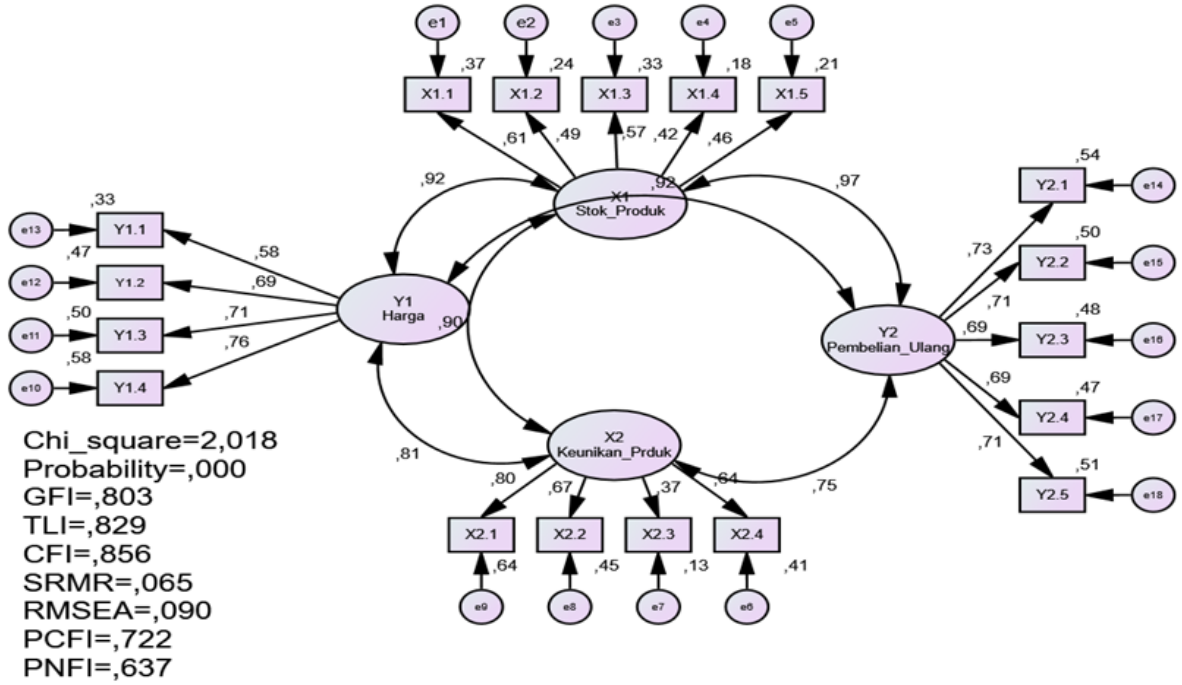


Figure 1. Validity and reliability test indicator construct X1, X2, Y1, Y2

Figure 1 shows the loading factor (SLF) values of every construct latent (X1, X2, Y1, Y2), where the indicators are invalid and not reliable with loading factor values < 0.5 were removed, namely: X1.2, X1.4, X1.5, X2.3 (Ghozali, 2021; Hair F et al., 2019). Furthermore, the count of AVE and CR values and the results are presented in Table 1.

Table 1 shows that only construct X1 (Product Availability) is invalid and not reliable because the AVE value is < 0.5 and CR < 0.7. Next, construct X1 was deleted and not included in the analysis, while construct others (X2, Y1, Y3) are valid and reliable because the AVE value is > 0.50 and CR > 0.7 (Jr et al., 2021), and the next test was carried out, namely the discriminant validity test. This test is very important because for know position variables or construct, whether different with other constructs (Fornell & Larcker, 1981). The validity test results are presented in Table 2.

Table 1. Validity test discriminant Construct X2, Y1, Y2

√ AVE	X2	Y1
X2	**0.717**	0.798
Y1	0.798	**0.827**
Y2	-0.017	,934

Source: Processed primary data, 2026

Table 2 shows that the values on the diagonal (in bold) are the square root values of the Average Variance Extracted (√AVE), while the values outside the diagonal indicate the correlation values between latent constructs. Based on the results of the discriminant validity test use criteria Fornell-Larcker, no overall construct (X2, Y1, Y2) meets condition validity discriminant. The square root of the Average Variance Extracted (AVE) for construct X2 (uniqueness product) of 0.717 < value of the correlation with Y1 (Price Perception), namely 0.798, so that the second construct has not yet been differentiated empirically. Similarly, the

√AVE value on construct Y1 (Price Perception) of 0.827 and Y2 (Repeat Purchase) of 0.763 is still < the value of the correlation with the second construct, which is 0.934. The condition: this indicates there is a very high level of interconnectedness between Y1 (Price Perception) and Y2 (Repeat Purchase), so that the discriminant on both construct also not yet completely fulfilled.

Table 2. Results of AVE and CR calculations

Latent variables	Indicator	SLF *	AVE**	CR***	Validity	Reliability
X1 (Product Availability)	X1.1	0.610	**0.350**	**0.518**	Valid	Reliable
	X1.2	0.485			Invalid	Not Reliable
	X1.3	0.572			Valid	Reliable
	X1.4	0.421			Invalid	Not Reliable
	X1.5	0.456			Invalid	Not Reliable
X2 (Product Uniqueness)	X2.1	0.801	**0.501**	**0.749**	Valid	Reliable
	X2.2	0.674			Valid	Reliable
	X2.3	0.367			Invalid	Not Reliable
	X2.4	0.638			Valid	Reliable
Y1 (Price Perception)	X3.1	0.563	**0.683**	**0.855**	Valid	Reliable
	X3.2	0.682			Valid	Reliable
	X3.3	0.715			Valid	Reliable
	X3.4	0.771			Valid	Reliable
Y2 (Repeat Purchase)	Y1.1	0.738	**0.583**	**0.857**	Valid	Reliable
	Y1.2	0.721			Valid	Reliable
	Y1.3	0.657			Valid	Reliable
	Y1.4	0.702			Valid	Reliable
	Y1.5	0.716			Valid	Reliable

Source: Processed primary data (2026)
S LF* = Standardized loading factor
AVE** = Average value of extracted variants
CR*** = Composite reliability

Table 2 shows that the values on the diagonal (**in bold**) are the square root values of the Average Variance Extracted (√AVE), while the values outside the diagonal indicate the correlation values between latent constructs. Based on the results of the discriminant validity test use criteria Fornell-Larcker, no overall construct (X2, Y1, Y2) meets condition validity discriminant. The square root of the Average Variance Extracted (AVE) for construct X2 (uniqueness product) of 0.717 < value of the correlation with Y1 (Price Perception), namely 0.798, so that the second construct has not yet been differentiated empirically. Similarly, the √AVE value on construct Y1 (Price Perception) of 0.827 and Y2 (Repeat Purchase) of 0.763 is still < the value of the correlation with the second construct, which is 0.934. The condition: this indicates there is a very high level of interconnectedness between Y1 (Price Perception) and Y2 (Repeat Purchase), so that the discriminant on both construct also not yet completely fulfilled.

Although thus, based on the runway theory and objectives research, the third construct was still maintained in the structural model because of its different conceptual roles, namely X1 (uniqueness of the product) as an exogenous, Y1 (Price Perception) as variables mediation, and Y2 (Repeat Purchase) as an endogenous construct. Furthermore, after validity and reliability tests were carried out, has underwent a reconceptualization of the structural model where X1 (Product Availability) was removed, producing a new structural model, a more parsimonious model, where X2 (Product Uniqueness) influences Y2 (repurchase) indirectly through Y1 (Price Perception). The new model this has presented in Figure 2.

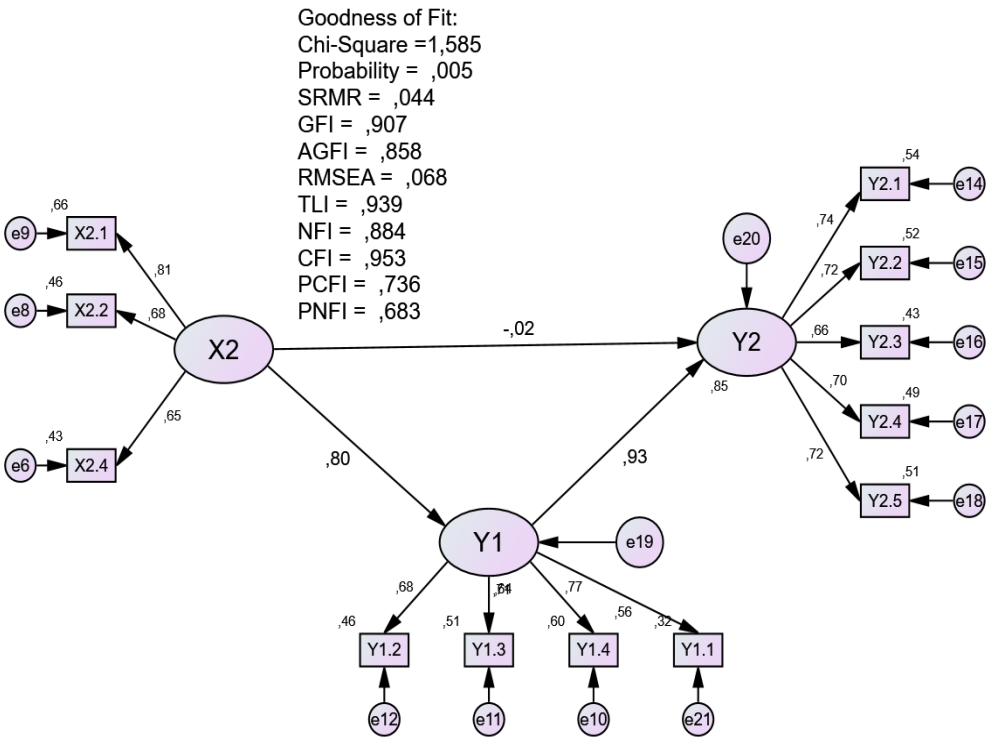


Figure 2. Reconceptualization of the structural model
Source: Output from SEM AMOS (2026)

Figure 2 shows the resulting structural model. further reconceptualization done testing Goodness of Fit test and its results are presented in Table 3.

Table 1. Goodness of fit (GoF) on the resulting model reconceptualization

No	The goodness of fit indices	Cut-off value	Index value (after reconceptualization)	Interpretation
1.	X^2 = Chi-Square	< 2.00	1,585	Good fit
2.	Probability	> 0.05	0.005	Poor fit
3.	RMSEA	< 0.08	0.068	Good fit
4.	SRMR	< 0.08	0.044	Good fit
5.	GFI	> 0.90	0.907	Good fit
6.	AGFI	> 0.90	0.808	Marginal fit
7.	TLI	> 0.90	0.939	Good fit
8.	CFI	> 0.90	0.953	Good fit
9.	NFI	> 0.90	0.884	Marginal fit

10.	PNFI	> 0.50	0.683	Good fit
11.	PCFI	> 0.5	0.736	Good fit

Source: Adapted from multiple sources: Cho et al. (2020), Hu & Bentler (1999), Maia & Lima (2021), and processed data using SEM-AMOS (2026)

Table 3 shows that, in general, the mark index after reconceptualization of the construct is above the mark standard (cut-off values), so that the model is assessed in accordance with empirical data. By considering multi- index Goodness of Fit (RMSEA, CFI, TLI) approach, where the model assessment is not only based on one index only, then in a way this entire structural model can stated fit and able used For analysis more continue, although Still there is three index that is not exceeding the cut-off (Baron & Kenny, 1986; Byrne, 2013; Jr et al., 2021; Kline, 2016).

This model is already capable of representing data accurately, producing strong analysis, as well as reliable predictions, so that can made into strong foundation For give practical recommendations (Rappaport et al., 2020; Savalei, 2021). The next step (analysis of the last statistics) is known as the significant influence between constructs X2, Y1, and Y2, or conducting hypothesis testing. The proposed hypothesis is also adjusted with a model that has been fit (results reconceptualization construct), namely:

H1: X2 (ProductUniqueness) affects Y1 (Price Perception)

H2: Y1 (Price Perception) has a direct effect on Y2 (Repeat Purchase)

H3: X2 (ProductUniqueness) has no influential directly to Y2 (Repeat Purchase)

H4: X2 (Product Uniqueness) has an effect on Y2 (Repeat Purchase) through Y1 (Price Perception).

Hypothesis testing, this is beneficial for strengthening findings in a statistical way, so that it can give recommendations more theoretically and technically strong (Moshagen & Bader, 2024) . Testing hypotheses: This is based on p-value Bootstrapping (Awang et al., 2015; Streukens & Leroi-Werelds, 2016). The test results hypothesis are presented in Table 4.

Table 2. Hypothesis testing on the fit model after reconceptualization of the construct

Hypothesis	Path/influence between variables	Estimate (b)	Standardize Estimate (β)	p-values Bootstrap	Interpretation
H1	X2 → Y1	0.971	0.789	0.001	Significant
H2	Y1 → Y2	0.884	0.934	0.002	Significant
H3	X2 → Y2	-0.019	-0.170	0.994	No Significant
H4	X2 → Y2	Through Y1	0.745	0.000	Very Significant

Source: Bootstrapping Output Analysis Using SEM-AMOS (2026).

Table 4 shows the results of the hypothesis test research on the structural model that has been fit (after reconceptualization of the construct), and it is concluded that all the proposed hypotheses (H1, H2, H3, H4) **can be accepted** (Hair et al., 2021; Kwak, 2023). Remember that all variables in study this is variables latent; significance tests are also carried out on the indicators, namely with see mark loading factors, and the results are presented in Table 5.

Table 3. Significance of loading factors for construct indicators X2, Y1 and Y2

Construct	Indicator	Estimation	Standard Estimate	P-value	Information
X2 (Product Uniqueness)	X2.1	1.144	**0.810**	**0.002**	Valid and significant
	X2.2	0.983	0.676	0.001	Valid and significant
	X2.4	1.000	0.634	0.001	Valid and significant
Y1 (Price Perception)	Y1.1	0.734	0.563	0.001	Valid and significant
	Y1.2	0.854	0.682	0.001	Valid and significant
	Y1.3	0.889	0.715	0.000	Valid and significant
	Y1.4	1.000	**0.771**	**0.002**	Valid and significant
Y2 (Repeat Purchase)	Y2.1	1,000	**0.738**	**0.002**	Valid and significant
	Y2.2	0.982	0.721	0.001	Valid and significant
	Y2.3	0.909	0.657	0.002	Valid and significant
	Y2.4	0.932	0.702	0.001	Valid and significant
	Y2.5	0.970	0.716	0.002	Valid and significant

Source: Bootstrapping Output Analysis Using SEM-AMOS (2026).

Table 5 shows the factor loading values, both standard (λ) and unstandardized, for the 12 indicators, all of which are significant because p -value < 0.0 5. Therefore that is all indicator the is valid and can be used for theoretical and practical needs, with the highest factor loading value prioritized in each construct: X2 (uniqueness product), Y1 (Price Perception), and Y2 (Repeat Purchase).

Figure 3 and Table 4 show the direct influence of X2 on Y1 with mark coefficient correlation as high as 0.971 and a p-value of 0.001 means every increase in X2 by 100% will increase Price Perception by 97.1%, in total significant. This is due to the product unique in general liked public so that Can increase perception of the product, as realized in consumer willingness to pay with higher price compared to with product similar but not unique. Uniqueness fruit dragon yellow It has several unique characteristics that distinguish it from other types, such as a yellow pericarp, white mesocarp, and black seeds that create an attractive visual appeal. Furthermore, yellow dragon fruit is considered the sweetest and most nutrient-dense of all types, making it highly valuable in the market.

Findings and arguments this in harmony with a number of results study Previously , such as : 1) Tiffany et al. (Tiffany et al., 2025) explained that the uniqueness of yellow dragon fruit can create a perception of exclusivity and contribute to premium prices; 2) Rahma et al. (Rahma et al., 2023) explain that fruit dragon into a product unique Because its various types and varieties , as well as content its rich nutrition , such as vitamins, minerals, and antioxidants which have Lots benefit For health so that potential For enter category product horticulture

with higher price height ; 3) Wardana (Wardana, 2023) explains that the fruit dragon yellow own characteristics unique and potential benefit high health , so that price tend more tall compared to type fruit dragon others ; 4) Fadila (Fadila, 2024) , stated that quality physique product is one of the determinant main formation prices and decisions purchase ; and 5) Putri et al. (Putri et al., 2024) conclude that uniqueness of taste and Price Perception influential significant impact on consumer preferences .

The above studies show that uniqueness of a product is an important factors that contribute to the formation of perceived price. Uniqueness of fruit dragon yellow, which is reflected in physical characteristics, taste, nutritional content, health benefits, as well as its exclusive nature, is capable of increase perception value (perceived value) so that consumers are more accept relative price more high. Besides that, quality physical products and uniqueness of taste also proved to be main determinants in forming Price Perception as well as consumer preferences. These findings strengthen results study This that the more unique products consumers feel, the more high perception them to their eligibility for the price offered.

Figure 3 and Table 4 show the direct influence of Y1 (Price Perception) on Y2 (Repeat Purchase) with mark coefficient correlation of 0.884 and a p-value of 0.002, meaning that every increase in Y1 by 100% will increase Repeat Purchase by 88.4%, in total significant. This is because, in the evaluation after consuming fruit dragon yellow, consumers rate the price paid for buying fruit dragon yellow in accordance with or comparable with uniqueness, experience picking in the garden, and the benefits felt. Therefore, consumers tend to buy it again.

Findings and arguments: This supports the theory put forward by Kotler & Keller (2009) states that price is a representation of the value perceived by consumers, so that products that have high differentiation and uniqueness will create a better perception of quality so that consumers are willing to make a purchase. Repeat with paying a higher price. Besides, this is also in line with the concept of " perceived value," which explains that consumers do not only assess prices based on the nominal amount of money paid, but also based on the benefits and experiences received.

Besides that, also in harmony with theory " *perceived value"* explains that the value perceived by consumers towards a product or services, which include the total benefits and costs they provide. Consider related, meaning, consumer assessment regarding how much bigger the benefits they get compared to the price they pay. A product can have greater value, tall or low, depending on the individual consumer's perception of the benefits provided and the costs incurred. If the benefits are perceived more big than costs, then the customer will consider it worth it (Kotler & Keller, 2009).

Findings and arguments This in line with results study previously, such as: 1) Syahrizal & Sigarlaki (2024) which explains that perception Price has a significant impact on the propensity to purchase and the actual choices made when purchasing; 2) Fairuz et al. (2023) conclude Price Perception influence on interest Repeat Purchase It means If the price considered in accordance with the benefits obtained, then will appear interest to make a Repeat Purchase; and 3) Permatasari et al. (2022) conclude there is significant relationship between price and Repeat Purchase, meaning right and attractive price can increase interest buy repeat consumers, because consumers consider price as factor important in decision purchase; and 4) Yasri et al. (2020) conclude Price Perception and appearance price own influence significant to intention buy repeat generation Y towards products food light produced by SMEs.

Based on the description above, the findings of this study reinforce the theory of perceived value proposed by Kotler and Keller (2009), which states that price perception is not only determined by the amount of money paid, but also by the benefits, quality, and experience felt by consumers. Products that have high differentiation and uniqueness will increase the perception of value so that consumers view higher prices as something reasonable and remain willing to make repeat purchases. This finding is also consistent with various previous studies that show that price perception is an important determinant in repeat purchase decisions and intentions, because consumers tend to make repeat purchases if the price offered is considered commensurate with the benefits received.

Figure 3 and Table 4 show the influence of X2 on Y2 with a marked coefficient correlation of -0.019 and a p-value of 0.994, meaning X2 does not have a direct influence on Y2. Such conditions can be explained, although fruit dragon yellow has unique characteristics. However, this uniqueness has not been directly capable of encouraging consumers to make repeat purchases. This shows that consumer decisions to buy are not only based on the uniqueness product, will but more influenced by the evaluation of the values obtained after buying, especially suitability between price and quality, benefits, and consumption experience. Therefore, it is necessary to construct other variables as a mediator between X2 and Y, which in this matter is " perception" price " assessed as a construct between the relevant ones to become the main bridge for bridging X2 influence (uniqueness of the product) against Y2 (repeat purchases).

Although findings this in general contradictory to previous research. However, there is several research that is still ongoing in line, such as: 1) Steiner et al. (2025) showed that uniqueness of the product No influential real to intention to repeat purchase the product; 2) Locci (2025) conclude influence Product Uniqueness to Repeat Purchase is weak, which means that although unique product can interesting consumer interest, but the impact no too big. Thus, findings enrich knowledge or literature in marketing, especially in the context of premium horticulture and agrotourism, by showing that Product Uniqueness must be capable of building price perception or market economy before consumers make a repeat purchase.

Figure 3 and Table 4 show the influence No directly X2 to Y2 through Y1, with mark coefficient correlation The standard deviation (β) is 0.745 and the p-value is 0.000, meaning that X2 has influence No directly on Y2 through Y1 significantly, meaning if X2 (uniqueness product) is increased by 100% then will increase Y2 (Repeat Purchase) in no direct through Y1 (Price Perception) of 74.5%, with assumptions other variables (Ammbiya et al., 2025; Prasetyo et al., 2023).

In the structural model after reconceptualization of the construct, X2 (uniqueness product) has no direct influence on Y2 (Repeat Purchase), so the most relevant influence is tracked through Y1 (Price Perception) as a mediator. Therefore, Y1 (Price Perception) completely explains how X2 (uniqueness product) affects Y2 (Repeat Purchase), and in a methodological sense, this shows that it represents full mediation in this study. Findings: This strengthens the argument that strategy increases in Y2 (Repeat Purchase) on the product premium horticulture should not only focus on creating a unique product, but also on forming a perception of a fair and commensurate price with mark benefits and experiences felt by consumers (Kotler & Keller, 2009; Syahrizal & Sigarlaki, 2024).

In a way technical can delivered that X2 (Product Uniqueness) not yet capable in a way direct encourage consumers to make Y2 (purchase) repeat), but moreover formerly increase

Y1 (Price Perception) so that consumers really Already can assessing the suitability price product fruit dragon yellow, after consider various aspects, such as: benefits, uniqueness, and experience after buy / consume fruit dragon yellow. At the estuary, Y1 (positive price perception) is a factor that encourages consumers to make repeat purchases. And vice versa, negative price perception will encourage consumers not to make a purchase again. Thus, fruit consumers of dragon yellow not only consider uniqueness as a reason for buying back, but also evaluate whether the price offered is worth it with quality, benefits, health, and experience gained. Therefore, the more tall uniqueness capable products increase perceived value and eligibility price; increasingly, there is also a big tendency for consumers to make repeat purchases.

This study has three main novelty points, namely: 1) Methodological Novelty: Reconceptualization of the structural model into a more comprehensive model. parsimonious through elimination constructs that are not fulfil quality measurement; 2) Theoretical Novelty: Identification Price Perception as a full-fledged mediator explain influence Product Uniquenessto Repeat Purchase, so that expand implementation Perceived Value theory in context premium horticulture; and 3) Empirical/Contextual Novelty: Proof that in agrotourism fruit dragon yellow, uniqueness products and perceptions price more determine Repeat Purchase compared to availability stock, so that give perspective new about consumer behavior at destinations agrotourism based premium products.

Implications managerial is recommended strategies based on results study to perpetrator business agrotourism Sangkanika Edugarden , namely: 1) Differentiation strategy product, that is strengthen uniqueness fruit dragon yellow through improvement quality physical, taste, content nutrition, and experience agrotourism to have mark plus compared to product competitors; 2) Formation strategy Price Perception, that is educate consumers about benefits, quality, and Product Uniquenessso that perceived premium price as fair price and commensurate with accepted values; and 3) Improvement strategies loyalty customers, namely develop customer relationship management programs such as membership, purchase vouchers repeat, promotion special customer permanent, and ongoing digital communications For push Repeat Purchase.

CONCLUSION

Based on the results and discussion, it can be concluded that this study successfully reconceptualized the structural model through the elimination of the construct Product Availability because No fulfil the validity and reliability criteria, so that produce more parsimonious and appropriate models with empirical data. Test results of the hypothesis show that the uniqueness of the product has a positive and significant influence on perceived price, which indicates that the typical fruit dragon yellow is capable increase consumer perception of a suitable price. Besides that, perceived price also has a positive and significant effect on repeat purchases, which shows that consumers tend to buy again if price assessed worth it with quality, benefits, and experience gained from the purchase.

In the next analysis, Product Uniqueness no influential directly to the Repeat Purchase, so that decision Repeat Purchase no only determined by Product Uniqueness characteristics. On the contrary, the influence occurs in a way no direct through price perception. Findings this

shows that price perception plays a role as a full mediator (full mediation) that explains the mechanism of the connection between Product Uniqueness and repeat purchases. Thus, the strategy to improve repeat purchases of product premium horticulture cannot depend only on Product Uniqueness, but also must be capable of building a perception that the price is considered fair, equitable, and comparable with benefits received by consumers.

Based on the above conclusion, the manager of Sangkanika Edugarden recommended maintaining not only the uniqueness of the fruit dragon yellow as Power pull main, but also strengthening consumer value perception through effective communication about health benefits, quality products, cultivation processes, and tourism experiences obtained. Delivery the information is expected to increase the perception that the price offered is in accordance with the benefits received, so that it pushes sustainable repeat purchases. Besides that, the manager of Agrotourism Sangkanika Edugarden needs to develop a loyalty program for customers, such as a piece price for the next purchase, an educational package tour, or a promotion-based membership to maintain a long-term connection with consumers.

DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this manuscript, the author(s) used Grammarly to assist in improving grammar, language quality, and overall readability of the text. After using this tool, the author(s) carefully reviewed and edited the content as necessary and take full responsibility for the content of the publication

AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.
Author 2: Conceptualization; Data curation; In-vestigation.

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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