

ABSTRACT

Consumer awareness of a healthy lifestyle is driving an increase in the demand for organic products in Indonesia, with a projected market value of Rp307.5 trillion by 2025. However, the sales contribution of organic private label products, including Bio Organik owned by Super Indo, is still relatively low. Super Indo's internal data shows that private label product sales account for only 7.9% of total sales, significantly below the double-digit target. This condition indicates a gap between market potential and sales realization.

This research aims to analyze the influence of Perceived Quality, Perceived Price Fairness, and Perceived Value on Repurchase Intention, with Satisfaction as a mediating variable, among consumers of Bio Organik private label products at Super Indo in Jakarta. This research used a quantitative approach with a purposive sampling technique, involving a sample of 200 respondents. Data were collected through a questionnaire and analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method with SmartPLS 4.1 software.

The results indicate that Perceived Quality, Perceived Price Fairness, and Perceived Value have significant effects on Satisfaction. However, while Perceived Value significantly influences Repurchase Intention, Perceived Quality and Perceived Price Fairness do not. Furthermore, Satisfaction is proven to mediate the effects of all three independent variables on repurchase intention.

Keywords: *Perceived Quality, Perceived Price Fairness, Perceived Value, Satisfaction, Repurchase Intention, Organic Products, Private Label, Super Indo.*

