

The Mediating Role of Perceived Value in the Relationship Between Service Quality and Customer Satisfaction: Evidence from a Tourism Souvenir Store in Garut Regency

Sani Vira Febriani ^{1*}, Dini Turipanam Alamanda ², Wufron ³

^{1*,2,3} Management Study Program, Faculty of Economics, Universitas Garut, Garut City, West Java Province, Indonesia

Email: sanivr07@gmail.com ^{1*}, manda@uniga.ac.id ², wufron@uniga.ac.id ³

Article history:

Received June 22, 2026

Revised July 7, 2026

Accepted July 11, 2026

Abstract

In tourism-related retail, customer satisfaction is a critical determinant of business competitiveness and sustainability. Souvenir stores are particularly vulnerable to fluctuations in tourist arrivals, which may affect service quality during peak demand periods. This study examines the effect of service quality on customer satisfaction and investigates the mediating role of perceived value. The research was conducted at “S” Souvenir Store in Garut Regency, Indonesia, a tourist destination characterized by seasonal visitor fluctuations. An explanatory quantitative approach was employed, with data collected from 110 customers through a structured questionnaire. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results indicate that service quality has a significant positive effect on both perceived value and customer satisfaction. In addition, perceived value has a significant positive effect on customer satisfaction and partially mediates the relationship between service quality and customer satisfaction. These findings suggest that customer satisfaction is influenced not only by service performance but also by the perceived value derived from the exchange. Theoretically, this study contributes to tourism retail literature by positioning perceived value as a mediating mechanism in the relationship between service quality and customer satisfaction. Practically, souvenir retailers should focus not only on improving service delivery but also on enhancing customers’ perceived value to strengthen satisfaction outcomes.

Keywords:

Service Quality; Perceived Value; Customer Satisfaction; Tourism Retail; Consumer Behavior.

1. INTRODUCTION

Tourism has emerged as a significant driver of economic growth in numerous regions, largely because visitor expenditure diffuses outward into consumption across a broad array of supporting industries. Transportation providers, hotels, and food-service establishments are among the most direct beneficiaries, yet retail sectors expand in tandem with tourism activity as well, particularly those centered on local specialty goods catering to visitor needs. Souvenir stores exemplify this pattern with particular clarity. As tourism activity has intensified, such establishments have come to serve a dual purpose: showcasing regional identity while simultaneously generating income for the communities that host tourists.

Competitive pressures among souvenir enterprises have intensified correspondingly, to the point where product quality alone no longer suffices to secure market success. What increasingly distinguishes thriving establishments from struggling ones is the overall experience surrounding the purchase, rather than the merchandise in isolation. Customer satisfaction occupies a central position within this dynamic, as it captures something transaction volume alone cannot: whether a business has genuinely fulfilled customer expectations at each stage of the purchasing process. Elevated satisfaction levels tend to manifest in fairly consistent behavioral outcomes—customers speak favorably of their experience, return for subsequent purchases, and recommend the establishment to prospective buyers.

Empirical trends within Indonesia's tourism sector lend further context to this argument. Statistics Indonesia reported that domestic tourist trips between January and September 2025 reached 901.90 million, marking an 18.99% increase relative to the corresponding period of the previous year (Badan Pusat Statistik, 2025). Within this national trajectory, West Java stands out as a particularly notable case, having recorded approximately 211.76 million domestic tourist trips in 2025, a 26.50% rise year-on-year (Badan Pusat Statistik Jawa Barat, 2025). Garut Regency, one of the province's most visited destinations, reflects this broader upward trend: December 2025 alone registered approximately 669 thousand domestic tourist trips (Badan Pusat Statistik Kabupaten Garut, 2025; Dinas Pariwisata dan Kebudayaan Kabupaten Garut, 2025). Considered collectively, these figures describe a market gaining substantial momentum, one in which souvenir businesses serving Garut's visitors are well positioned to benefit considerably. Figure 1 illustrates this pattern of growth in tourist arrivals to the Regency.

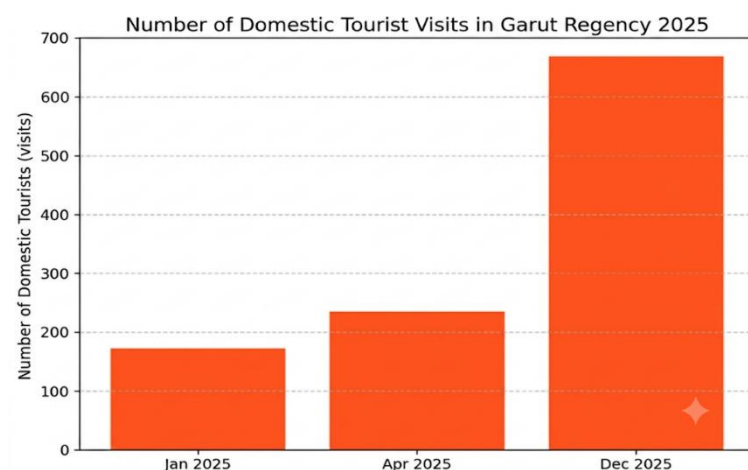


Figure 1. Number of Tourist Visits to Garut Regency in 2025 (processed by the researcher, 2026)

One of the souvenir retail businesses operating in Garut Regency is Souvenir Store “S”. The store is known as one of the souvenir centers that offers a variety of local specialty products and has become one of the main destinations for tourists visiting Garut Regency. Based on the researcher’s preliminary observations, the store’s operational activities indicate a relatively high level of customer visits, with customer traffic occurring almost throughout the day.

Brief interviews with the management revealed that the number of tourist visits has increased significantly in recent years, particularly during weekends and holiday seasons. The management also stated that most customers are group tourists who arrive at the same time, causing service activities to become more crowded than on regular days. In addition, maintaining service consistency when the store is crowded has become one of the main operational challenges.

Based on the researcher’s observations and information provided by employees, approximately 10–15 tourist buses stop at the store on ordinary days. This number increases during weekends, school holidays, national holidays, and religious celebrations, reaching more than 20 tourist buses per day. The rise in visitor arrivals causes a massive quantity of customers reaching at almost the identical time, making service activities busier than under normal conditions.

During peak tourist seasons, the researcher observed long queues at the payment and product collection counters. The high number of visitors also restricted customers' movement while selecting products. At certain times, the number of employees was insufficient to handle the surge in customer arrivals, resulting in longer waiting times for transactions and product assistance. In several display areas, product and price information was incomplete, requiring customers to seek additional information directly from employees.

Besides service-related issues, the researcher observed that several popular products occasionally ran out of stock during periods of high tourist arrivals. As a result, some customers were unable to purchase the products they intended to buy. In addition, the wide variety of products required customers to spend more time comparing alternatives before making purchasing decisions. These findings indicate that customers evaluate not only product quality but also their overall shopping experience.

These observations highlight the challenges of maintaining consistent service quality during periods of high tourist arrivals. Longer waiting times, limited product information, crowded shopping areas, and inconsistent product availability may negatively influence customers’ evaluations of the shopping experience. Such conditions are also likely to affect customers’ perceptions of the value they receive, as they evaluate whether the benefits obtained outweigh the time, effort, and costs incurred during their purchase. Since perceived value plays an important role in shaping customer satisfaction, understanding its mediating role is essential for explaining how service quality influences customer satisfaction in tourism souvenir retail.

Service quality plays a fundamental role in shaping customer evaluations throughout the purchasing process. Parasuraman et al. (1988) conceptualized service quality through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. In the context of souvenir retail, these dimensions influence customers' shopping experiences by reducing purchasing difficulties and improving service interactions. Consequently, the SERVQUAL model has been widely applied to measure customers' perceptions of service quality across various industries (Slack et al., 2020).

Perceived value reflects customers' evaluation of the benefits received relative to the costs incurred during a purchase. According to Sheth et al. (1991), consumption value consists of several dimensions, including functional, emotional, and social value, which are particularly relevant in tourism retail. In this study, perceived value refers to customers' assessment of the functional, emotional, and social benefits obtained while shopping at Souvenir Store "S". When perceived benefits exceed the sacrifices of time, effort, and money, customers are more likely to develop positive evaluations that lead to satisfaction (Kinanthi & Sisilia, 2024).

Customer satisfaction refers to customers' evaluation of whether product and service performance meets or exceeds their expectations (Oliver, 1980). In this study, customer satisfaction is measured through perceived performance, expectation confirmation, and emotional response after purchase. Higher satisfaction reflects customers' positive evaluation of their shopping experience and encourages favorable behavioral intentions, including repeat purchases (Nuralam et al., 2024).

Previous studies consistently demonstrate positive relationships among service quality, perceived value, and customer satisfaction across hospitality, transportation, e-commerce, and financial services (Ariyanto & Astuti, 2023; Dai et al., 2022; Sari et al., 2022; Saut & Bie, 2024). However, empirical evidence in tourism souvenir retail remains limited, particularly in Garut Regency. Furthermore, few studies have examined how perceived value mediates the relationship between service quality and customer satisfaction within a single structural model, particularly in tourism souvenir retail. This study addresses this gap.

This study offers a novel contribution by investigating the mediating role of perceived value in the relationship between service quality and customer satisfaction in a tourism souvenir retail context characterized by surges in tourist arrivals. The findings provide context-specific evidence that enhances understanding of customer satisfaction in tourism retail environments with highly dynamic visitor flows.

Accordingly, this study aims to examine the effects of service quality on perceived value and customer satisfaction, as well as the mediating role of perceived value in the relationship between service quality and customer satisfaction at Souvenir Store "S" in Garut Regency.

The remainder of this paper is organized as follows. Section 2 describes the research methodology, including the research design, sampling procedure, measurement of variables, and data analysis techniques. Section 3 presents the empirical results, followed by the discussion in Section 4. Finally, Section 5 concludes the study by outlining the main findings, practical implications, limitations, and directions for future research.

2. RESEARCH METHOD

This study employed an explanatory quantitative approach to investigate the relationships among service quality, perceived value, and customer satisfaction in the context of tourism souvenir retail. The proposed research model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4, which is appropriate for examining complex relationships among latent variables and assessing mediating effects simultaneously (Hair et al., 2022).

The population of this study consisted of customers who had completed purchase transactions at Souvenir Store "S" in Garut Regency. Due to the absence of a complete customer database, this study employed a non-probability purposive sampling technique. According to Sugiyono (2022), purposive sampling involves selecting respondents based on specific criteria relevant to the research objectives. The criteria applied in this study were customers who had made purchases at the store, were at least 17 years old, and voluntarily agreed to participate in the survey.

Following Hair et al. (2022), the minimum sample size was determined using a ratio of five respondents per indicator. With 22 measurement indicators, the minimum required sample was 110 respondents, which was achieved in this study. Data were collected through direct questionnaire distribution to customers at Souvenir Store "S" and online questionnaires distributed via WhatsApp to customers who met the sampling criteria.

The questionnaire consisted of 22 closed-ended items measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). All measurement items were adapted from previously validated scales to ensure conceptual consistency and content validity while being contextualized to the souvenir retail setting. Specifically, the Service Quality construct was adapted from Parasuraman et al. (1988), Perceived Value from Sheth et al. (1991), and Customer Satisfaction from Oliver (1980). The operationalization of these constructs and their corresponding indicators is presented in Table 1.

Table 1. Operationalization of Research Variables

Variable	Dimension	Indicators	Reference
Service Quality (X)	Tangibles	Facilities are well organized; Product arrangement facilitates customers	Parasuraman et al. (1988)
	Reliability	Desired products are available; Product information is clearly provided	Parasuraman et al. (1988)
	Responsiveness	Employees promptly assist customers; Employees respond quickly to customer needs	Parasuraman et al. (1988)
	Assurance	Employees possess adequate product knowledge; Customers trust the services provided	Parasuraman et al. (1988)
	Empathy	Employees provide friendly service; Employees understand customer needs	Parasuraman et al. (1988)
Perceived Value (M)	Functional Value	Products are of good quality; Products provide benefits that meet customer needs	Sheth et al. (1991)
	Emotional Value	Customers enjoy shopping; The store atmosphere provides a pleasant experience	Sheth et al. (1991)
	Social Value	Products are suitable as souvenirs; Products create a positive impression	Sheth et al. (1991)
Customer Satisfaction (Y)	Perceived Product/Service Performance	Customers are satisfied with product quality; Customers are satisfied with the service provided	Oliver (1980)
	Comparison with Expectations	Services meet customer expectations; Purchased products meet customer expectations	Oliver (1980)
	Emotional Response	Customers feel pleased after shopping; Customers are satisfied overall	Oliver (1980)

Source: Adapted and processed by the researcher (2026).

Data analysis was conducted using SmartPLS 4 through three sequential stages: outer model assessment, inner model assessment, and hypothesis testing using bootstrapping. The outer model was evaluated to examine the validity and reliability of the measurement constructs. Convergent validity was assessed through outer loadings and Average Variance Extracted (AVE), discriminant validity was evaluated using the Heterotrait–Monotrait Ratio (HTMT), and internal consistency reliability was examined using Composite Reliability (CR).

After the measurement model satisfied the required criteria, the inner model was assessed to evaluate the structural relationships among constructs. The evaluation involved the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and Standardized Root Mean Square Residual (SRMR) to determine the explanatory power, effect magnitude, predictive capability, and model fit.

Finally, hypothesis testing was performed using the bootstrapping procedure to estimate path coefficients, t-values, and p-values. This procedure was applied to examine the direct effects among variables and the mediating effect of perceived value in the relationship between service quality and customer satisfaction (Hair et al., 2022).

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Respondent Profile

This research involved 110 respondents who were customers of Souvenir Store “S” in Garut Regency. The profile of respondents included in the research sample is illustrated in Table 2.

Table 2. Respondent Profile

characteristics	Category	Frequency	Percentage (%)
Gender	Female	76	69.1
	Male	34	30.9
Age	<20 years	7	6.4
	21-30 years	80	72.7
	31-40 years	11	10.0
	41-50 years	12	10.9
Last Education Level	Senior High School/Equivalent	54	49.1
	Diploma	3	2.7
	Bachelor's Degree	49	44.5
	Postgraduate	4	3.6
Purchase Frequency	1-2 times	52	47.3
	3-4 times	49	44.5
	5-6 times	5	4.5
	>6 times	4	3.6

Source: Data processed by the researcher (2026).

In general, respondents were dominated by females (69.1%) compared to males. Regarding age characteristics, the largest proportion of respondents belonged to the 21–30 age group (72.7%), indicating that most respondents were within the productive age category. In terms of educational attainment, the majority of participants held either a high school diploma or a bachelor's degree. Meanwhile, based on purchase frequency, most respondents had made purchases between 1–4 times.

3.1.2. Measurement Model Evaluation (Outer Model)

The measurement model evaluation was conducted to assess the validity and reliability of the research constructs. Convergent validity was examined through outer loading values and Average Variance Extracted (AVE), while internal consistency reliability was evaluated using Composite Reliability (CR). The results showed that all constructs met the recommended criteria, with outer loading values above 0.60, AVE values exceeding 0.50, and CR values above 0.70. Therefore, the measurement model was considered valid and reliable for further structural analysis.

Table 3. Outer Model Results

Variable	Outer Loading Range	AVE	CR	Description
Service Quality (X)	0.636–0.830	0.543	0.922	Valid and Reliable
Perceived Value (M)	0.689–0.800	0.566	0.886	Valid and Reliable
Customer Satisfaction (Y)	0.652–0.790	0.532	0.872	Valid and Reliable

Source: Data processed using SmartPLS 4 (2026).

3.1.3. Discriminant Validity

Discriminant validity was verified utilizing the Heterotrait–Monotrait Ratio (HTMT), which evaluates whether each construct is empirically distinct from the others. Hair et al. (2022) suggest that HTMT values below 0.90 confirm sufficient discriminant validity. The HTMT values ranged from 0.894 to 0.900, indicating that all construct relationships remained within the recommended threshold. Therefore, the constructs demonstrate adequate discriminant validity and can be empirically distinguished from one another.

Table 4. Heterotrait–Monotrait Ratio (HTMT) Results

Variable	Customer Satisfaction (Y)	Perceived Value (M)	Service Quality (X)
Customer Satisfaction (Y)	-		
Perceived Value (M)	0.900	-	
Service Quality (X)	0.894	0.897	-

Source: Data processed using SmartPLS 4 (2026).

3.1.4. Structural Model Evaluation (Inner Model)

After confirming the validity and reliability of the measurement model, the structural model was evaluated to assess the explanatory and predictive capabilities of the proposed relationships. The evaluation included R^2 , f^2 , Q^2 predict, SRMR, and hypothesis testing using bootstrapping procedures.

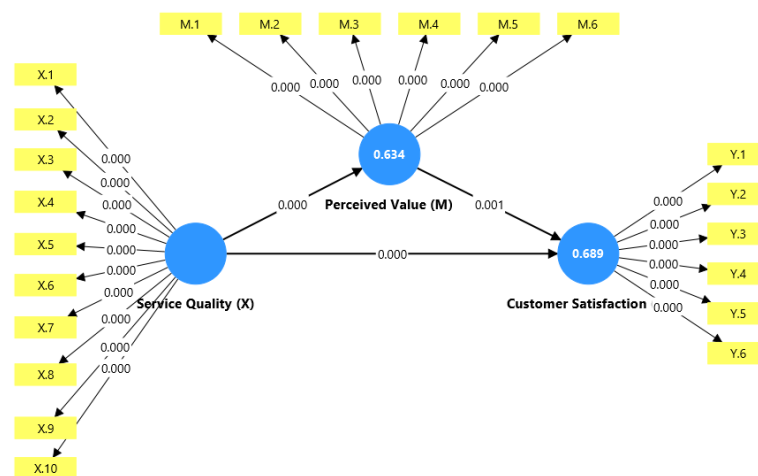


Figure 2. Structural Model of Relationships Among Research Variables

3.1.4.1. Coefficient of Determination (R^2)

The coefficient of determination (R^2) was applied to gauge how much variance in each endogenous construct is accounted for by its predictors. Elevated R^2 metrics reflect a stronger explanatory strength within the structural model (Hair et al., 2022).

Table 5. Coefficient of Determination Results (R^2)

Variable	R-square
Customer Satisfaction (Y)	0.689
Perceived Value (M)	0.634

Source: Data processed using SmartPLS 4 (2026).

The Perceived Value variable obtained an R^2 value of 0.634, establishes that Service Quality explains 63.4% of the variation in Perceived Value, with the other 36.6% driven by external factors. Meanwhile, Customer Satisfaction obtained an R^2 value of 0.689, showing that Service Quality combined with Perceived Value explains 68.9% of the variance, leaving 31.1% to unexamined variables. These outcomes confirm that the structural model possesses a strong level of explanatory capability.

3.1.4.2. Effect Size (f^2)

Confirming that a relationship exists between two constructs says little about how much that relationship actually matters. Effect size (f^2) fills that gap, quantifying each exogenous construct's individual contribution within the structural model. Hair et al. (2022) provide the benchmark commonly used to interpret these values: 0.02 signals a small effect, 0.15 a medium one, and 0.35 a large effect.

Table 6. Effect Size Results (f^2)

Relationship Between Variables	f^2	Category
Service Quality (X) $\rightarrow$ Perceived Value (M)	1.731	Large
Service Quality (X) $\rightarrow$ Customer Satisfaction (Y)	0.352	Large
Perceived Value (M) $\rightarrow$ Customer Satisfaction (Y)	0.126	Small

Source: Data processed using SmartPLS 4 (2026).

3.1.4.3. Predictive Relevance (Q^2) and PLSpredict

Q^2 predict analysis was conducted to assess the predictive relevance of the structural model. According to Hair et al. (2022), a Q^2 predict value greater than zero indicates predictive relevance.

Table 7. Predictive Relevance Results (Q^2 predict)

Variable	Q^2 predict
Perceived Value (M)	0.651
Customer Satisfaction (Y)	0.648

Source: Data processed using SmartPLS 4 (2026).

As shown in Table 7, the Q^2 predict statistics reached 0.651 for Perceived Value and 0.648 for Customer Satisfaction. Because both metrics exceed zero, the structural model exhibits sufficient predictive relevance, confirming its ability to predict the endogenous constructs (Hair et al., 2022).

Additionally, the out-of-sample predictive capacity was analyzed via PLSpredict by checking the Root Mean Square Error (RMSE) of the PLS-SEM model against the Linear Model (LM) baseline. Reduced

RMSE scores for the PLS-SEM approach signify superior predictive accuracy compared to the benchmark model.

Table 8. PLSpredict Results Based on RMSE Comparison

Indicator	PLS-SEM RMSE	LM RMSE
M.1	0.646	0.715
M.2	0.651	0.659
M.3	0.581	0.582
M.4	0.552	0.582
M.5	0.667	0.711
M.6	0.574	0.637
Y.1	0.540	0.592
Y.2	0.672	0.648
Y.3	0.529	0.547
Y.4	0.589	0.608
Y.5	0.573	0.607
Y.6	0.563	0.606

Source: Data processed using SmartPLS 4 (2026).

As presented in Table 8, 11 of the 12 indicators produced lower RMSE values in the PLS-SEM model than in the Linear Model benchmark. These findings demonstrate that the proposed model achieves a high level of out-of-sample predictive capability for both Perceived Value and Customer Satisfaction.

3.1.4.4. Model Fit (SRMR)

The Standardized Root Mean Square Residual (SRMR) judged overall fit by comparing observed correlations against those the model would predict. Hair et al. (2022) set the acceptable ceiling at 0.08. This study came in at 0.078, as Table 9 reports — comfortably under that line, and a result supporting the claim that the structural model represents the empirical data well.

Table 9. Model Fit Results

Indicator	Value
SRMR	0.078

Source: Data processed using SmartPLS 4 (2026).

The SRMR value of 0.078 was below the recommended threshold of 0.08, indicating that the model demonstrated an acceptable fit. These outcomes confirm that the structural model adequately captures the relationships among the latent variables, thereby making it suitable for subsequent hypothesis testing.

3.1.5. Hypothesis Testing

Hypothesis testing was performed utilizing the bootstrapping procedure, a resampling method typical in PLS-SEM for determining the statistical significance of estimated paths. In line with Hair et al. (2022), a hypothesis was deemed supported if its t-statistic surpassed 1.96 and the corresponding p-value fell below 0.05.

Table 10. Hypothesis Testing Results (Direct Effects)

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Perceived Value (M) → Customer Satisfaction (Y)	0.327	0.337	0.106	3.089	0.001
Service Quality (X) → Customer Satisfaction (Y)	0.547	0.532	0.108	5.078	0.000
Service Quality (X) → Perceived Value (M)	0.796	0.785	0.076	10.484	0.000

Source: Data processed using SmartPLS 4 (2026).

Service Quality was found to positively influence Customer Satisfaction, with a path coefficient of 0.547, a t-statistic of 5.078, and a p-value of 0.000. This result indicates that improved service performance contributes to higher customer satisfaction in the souvenir retail context. Therefore, H1 is supported.

The relationship between Service Quality and Perceived Value also showed a positive and significant direction, with a path coefficient of 0.796, a t-statistic of 10.484, and a p-value of 0.000. This finding suggests that customers perceive greater value when the quality of service provided by the store is enhanced. Accordingly, H2 is supported.

Perceived Value demonstrated a significant contribution to Customer Satisfaction, as shown by a path coefficient of 0.327, a t-statistic of 3.089, and a p-value of 0.001. The result implies that customers' perceptions of the benefits received from their purchase experience play an important role in shaping satisfaction. Thus, H3 is supported.

3.1.6. Mediation Effect Testing

In addition to examining direct effects, this study also tested the indirect effect through the mediating variable, namely Perceived Value. The mediation analysis was conducted using the specific indirect effect values obtained from the bootstrapping results.

Table 11. Mediation Testing Results (Indirect Effect)

Mediasi				Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Service Quality (X)	→	Perceived Value (M)	→	0.260	0.266	0.091	2.851	0.002
Customer Satisfaction (Y)								

Source: Data processed using SmartPLS 4 (2026).

A coefficient of 0.260 emerged for the indirect route linking Service Quality to Customer Satisfaction through Perceived Value, backed by a t-statistic of 2.851 and a p-value of 0.002. Both significance criteria were met — the t-statistic above 1.96, the p-value below 0.05 — so this mediating pathway can be treated as genuine, and Hypothesis 4 (H4) is supported.

Perceived Value did not absorb the entire relationship, though. Service Quality retained a significant direct line to Customer Satisfaction even with the mediator in the model, the hallmark of partial rather than full mediation. Service quality, it seems, shapes satisfaction along two simultaneous routes: one immediate and direct, the other operating indirectly by first lifting how customers evaluate the value they receive.

3.2. Discussion

3.2.1. The Effect of Service Quality on Customer Satisfaction (H1)

The findings establishes that service quality has a positive and significant effect on customer satisfaction at Souvenir Store “S” in Garut. This finding suggests that customers evaluate not only the products they purchase but also the quality of the service they experience throughout the shopping process. In tourism-based souvenir retail, customers not only consider the products they purchase but also evaluate how the process of obtaining those products is carried out. Tourists generally have limited time during their trips; therefore, they require services that are fast, convenient, and able to fulfill their needs efficiently.

This condition is increasingly evident at Souvenir Store “S”, which has customer characteristics dominated by group tourists arriving by bus. The arrival of customers in large numbers at nearly the same time makes the service process more complex, particularly in product searching, information provision, and payment transactions. Under such circumstances, employees' ability to provide clear information, assist customers in finding products, and maintain smooth transaction processes becomes an important factor in creating positive shopping experiences.

When service quality is able to accommodate tourists' needs despite an increase in visitor numbers, customers will feel more comfortable and find it easier to complete the purchasing process. Conversely, less responsive services may increase customers' waiting time and effort during shopping, potentially reducing satisfaction. This finding strengthens the view that, in tourism souvenir retail, service quality is not only related to service activities but also becomes part of the travel experience that determines customer satisfaction.

3.2.2. The Effect of Service Quality on Perceived Value (H2)

The results indicate that service quality has a positive and significant effect on perceived value at Souvenir Store “S” in Garut. This finding suggests that customers perceive greater value when higher service quality elevates their entire retail experience. In the context of tourism-based souvenir retail, customers do not only evaluate the products purchased but also consider the benefits of the overall experience, such as ease of obtaining information, time efficiency, and comfort while being in the store.

This effect occurs because quality services help customers reduce the effort required during the purchasing process. Employees who are responsive in providing information, assisting customers in finding products, and providing recommendations regarding souvenir choices help tourists make purchasing decisions more easily. In addition, effective services during transaction processes, such as at the cashier area, are able to create faster purchasing processes, particularly for group customers who have limited time during their trips. When customers obtain such convenience and comfort, they will perceive that the benefits received are greater than the sacrifices made.

This finding is also relevant to the characteristics of Souvenir Store “S”, which experiences an increase in visitor numbers during certain periods. During high-visitor periods, service quality becomes an important aspect in maintaining customers’ perceptions of the value provided by the store. The company’s ability to maintain service speed, provide adequate information, and assist customers amid crowded conditions strengthens positive evaluations of the shopping experience.

Therefore, service quality not only fulfills customer needs but also shapes perceived value by creating convenience, efficiency, and comfort during the purchasing process. Services that provide convenience, save time, and improve comfort will make customers perceive that they obtain higher value from the purchasing activities they undertake.

3.2.3. The Effect of Perceived Value on Customer Satisfaction (H3)

The findings establish that perceived value has a positive and significant effect on customer satisfaction at Souvenir Store “S” in Garut. This evidence means that buyers achieve higher satisfaction levels when they feel the total benefits gained surpass the temporal, physical, and monetary investments made throughout their shopping journey. In the context of souvenir stores, tourists do not only consider the products purchased but also evaluate the overall benefits obtained compared with the sacrifices made.

Tourists evaluate the benefits obtained through product quality and suitability, ease of obtaining souvenirs, and the store’s ability to fulfill their needs during the trip. In addition, price is also an important consideration because customers will feel satisfied when the price paid is considered appropriate with the quality of products and services received. When tourists perceive that they obtain valuable products at reasonable prices, positive perceptions of the purchasing experience will emerge.

Besides benefits and price, tourists also evaluate the overall shopping experience, including convenience when selecting products, ease of transaction processes, and satisfaction while being in the store. These positive experiences strengthen the perception that the purchasing decision provides value that meets expectations. Therefore, Perceived Value becomes an important factor in forming Customer Satisfaction because customers are not only seeking products but also shopping experiences that provide benefits and positive impressions during their tourism activities.

3.2.4. The Role of Perceived Value in Mediating the Effect of Service Quality on Customer Satisfaction (H4)

The findings establish that perceived value significantly mediates the relationship between service quality and customer satisfaction at Souvenir Store “S” in Garut. This result demonstrates that service quality influences customer satisfaction through a psychological evaluation process, where customers first assess the value obtained from the service experience before forming their overall satisfaction judgment. Therefore, the influence of service quality on satisfaction does not occur solely through direct interactions but also through customers’ perceptions regarding the benefits generated during the purchasing process.

This mediation mechanism is particularly relevant in tourism souvenir retail, where customers evaluate their shopping experience under specific conditions, including limited travel time and temporary visits. Tourists do not only seek products but also expect efficient services that enable them to complete purchases conveniently. When employees provide responsive assistance, accurate product information, and smooth transaction processes, customers are more likely to perceive that the store delivers greater benefits in relation to the time, effort, and cost invested.

Perceived value consequently functions as a cognitive pathway that transforms service quality into customer satisfaction. High-quality services enhance customers’ evaluations of convenience, time efficiency, product accessibility, and interaction quality with employees. These positive evaluations strengthen the perception that the shopping experience provides meaningful benefits, which subsequently increases satisfaction with the overall visit.

This mechanism becomes more significant at Souvenir Store “S” because many visitors arrive in groups, particularly through tourist buses, creating periods of high customer concentration. Under such circumstances, service efficiency becomes an important determinant of whether customers perceive their visit as valuable. The ability of the store to maintain organized services during crowded periods allows tourists to complete their purchases effectively while obtaining a positive shopping experience.

The findings provide theoretical insight by demonstrating that customer satisfaction in tourism souvenir retail is shaped not only by service performance itself but also by the value interpretation formed after service encounters. From a practical perspective, souvenir retailers should focus not only on improving service quality but also on ensuring that service improvements create meaningful value for customers. Strengthening service efficiency, convenience, and customer support can enhance perceived value, which ultimately contributes to higher customer satisfaction.

4. CONCLUSION

What the data show, in the specific context of Souvenir Store "S" in Garut Regency, is that service quality carries real weight in determining how satisfied customers ultimately feel. Two things happen at once: satisfaction rises directly, and it also climbs indirectly, carried along by improvements in perceived value. Perceived value does not stand apart from this process either — service quality feeds into it, and it in turn feeds into satisfaction, forming a connected chain rather than isolated effects. Tourists shopping at the store, it seems, are responding to more than service delivery alone; their satisfaction also hinges on how they weigh the benefits, convenience, and comfort experienced throughout the purchase. Perceived value, on this basis, stands as a key piece of the puzzle for explaining how satisfaction develops among customers of tourism-based souvenir retailers.

Practically, this research provides implications for the management of Souvenir Store "S" to improve service quality that is oriented toward creating customer value. Particular attention should be given to service speed, ease of obtaining product information, employee readiness in assisting customers, and transaction process efficiency, especially when dealing with increased numbers of tourists arriving at the same time. These efforts not only support smoother purchasing activities but also strengthen customers' perceptions that the benefits obtained are comparable with the time, costs, and efforts spent during their visit.

This investigation is not without constraints. One store, situated in Garut Regency, formed the entire empirical basis for the work — a scope narrows enough that generalizing the results to tourism-based souvenir retail as a broader category would be premature. There is also the matter of scope on the modeling side: only three variables entered the analysis, service quality, perceived value, and customer satisfaction, leaving other plausible contributors, among them brand image, customer experience, and customer loyalty, unexamined. Future studies are recommended to include multiple souvenir stores across different tourism destinations and incorporate additional variables such as customer experience, destination image, customer loyalty, or revisit intention to offer a deeper and more comprehensive understanding of tourist purchasing behavior.

ACKNOWLEDGEMENTS

The authors wish to convey their deep appreciation to all individuals who offered support and guidance during this research. Particular thanks are given to Souvenir Store "S" in Garut for granting research permission, providing valuable information, and supporting the data collection process. The authors also sincerely thank all respondents who were willing to participate and provide meaningful responses to the research questionnaire.

Throughout the course of this work, the research supervisors offered guidance and input that shaped it in ways the authors are glad to acknowledge. None of this would have come together without the university, whose facilities and institutional support stood behind the study from start to finish. A final word of thanks goes out more widely, to everyone whose involvement, whether felt directly or working quietly in the background, played a part in seeing this research through to completion.

The authors intend for these findings to advance existing knowledge, specifically within the domains of marketing management and consumer behavior.

REFERENCES

- Ariyanto, M. W., & Astuti, R. D. (2023). Analysis of the effect of service quality dimensions, perceived value, and trust on customers of delivery services through e-commerce. *Jurnal Manajemen Industri dan Logistik*, 7(1). <https://doi.org/10.30988/jmil.v7i1.1063>
- Badan Pusat Statistik. (2025). Perkembangan perjalanan wisatawan nusantara Januari–September 2025. <https://www.bps.go.id>
- Badan Pusat Statistik Jawa Barat. (2025). Statistik perjalanan wisatawan nusantara Provinsi Jawa Barat tahun 2025. <https://jabar.bps.go.id>
- Badan Pusat Statistik Kabupaten Garut. (2025). Kabupaten Garut dalam angka 2025. <https://garutkab.bps.go.id>
- Dai, J., Zhao, L., Wang, Q., & Zeng, H. (2022). Research on the impact of outlets' experience marketing and customer perceived value on tourism consumption satisfaction and loyalty. *Frontiers in Psychology*, 13, 944070. <https://doi.org/10.3389/fpsyg.2022.944070>

- Dinas Pariwisata dan Kebudayaan Kabupaten Garut. (2025). Data kunjungan wisatawan Kabupaten Garut tahun 2025. <https://disparbud.garutkab.go.id>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022). Partial least squares structural equation modeling (PLS-SEM) using R: A workbook. Springer. <https://doi.org/10.1007/978-3-030-80519-7>
- Kinanthi, G. E., & Sisilia, K. (2024). Pengaruh customer expectations dan perceived value terhadap customer satisfaction pada pengguna aplikasi Dinotis. *Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi*, 11(1), 853–870. <https://doi.org/10.35794/jmbi.v11i1.55094>
- Nuralam, I. P., Yudiono, N., Fahmi, M. R. A., & Yuliani, E. S. (2024). Perceived ease of use, perceived usefulness, and customer satisfaction as driving factors on repurchase intention: The perspective of the e-commerce market in Indonesia. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2413376>
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.1177/002224378001700405>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Sari, K. I., Purwanto, H., & Sulistiyowati, L. N. (2022). Efek perceived value dan kualitas layanan terhadap behavioral intention: Peran mediasi kepuasan pelanggan. *Management and Business Review*, 6(1), 127–137. <https://doi.org/10.21067/mbr.v6i1.7035>
- Saut, M., & Bie, S. (2024). Impact of service expectation, experiential quality, and perceived value on hotel customer satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*. <https://doi.org/10.1080/1528008X.2022.2141414>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Slack, N. J., Singh, G., & Sharma, S. (2020). The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions. *International Journal of Quality and Service Sciences*, 12(3), 297–318. <https://doi.org/10.1108/IJQSS-10-2019-0114>
- Sugiyono. (2022). Metode penelitian kuantitatif, kualitatif, dan R&D (2nd ed.). Alfabeta.
- Sutrisno, I. R., & Lazuardy, D. (2024). The effect of perceived value and service quality on customer satisfaction: A sustainable growth strategy for digital banks in Indonesia. *Review of Management and Entrepreneurship*, 4(4), 317–330. <https://doi.org/10.54518/rh.4.4.2024.317>