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Research paper



The Influence of Perceived Value on Recertification Intention Mediated by Trust

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Abstract

This study examines the effect of perceived value on recertification intention, with trust as a mediating variable, in the context of certification services in Indonesia. Certificate renewal is imperative for companies to maintain a competitive and compliance advantage, but the factors influencing recycling decisions have not yet been sufficiently studied. Using the Theory of Planned Behavior (TPB) as a framework, this study analyzes the impact of received values and average trust on the relationship. The information was obtained by surveying 197 businesses that were certified by PT. Indonesia's RINA. The analysis was performed using Smart PLS and SEM. The results show that the value obtained improves recycling intentions and increases confidence in the control group. Trust also influences the relationship between the intention to recycle and the value received, which in turn influences recovery intent and average confidence. These results show that boosting value and fostering trust are important to increase innovation rates, client retention, and certifications. The study provides a theoretical perspective on how trust can be integrated in the Basque Country and provides certified companies with a useful tool for the creation of strategic customer communication plans.

Keywords: *Economic; Influence; Intention; Perceived Value; Recertification.*

1. Introduction

A certification body is any department or organization that has the authority to make decisions based on a certification program (Skyba, 2014). These organizations provide audits and provide businesses with recommendations (Johannesen et al., 2020). Certification bodies use a standard to determine whether a company has met the requirements to be certified. Once compliance with the required criteria has been verified, the company is given a certificate indicating that it has met all the requirements of the standard (Sepeng et al., 2024). This certificate is valid for a certain period, after which the company must recertify. Certification maintenance is conducted periodically, typically on an annual basis, involving assessment procedures or audits throughout the certification validity period (Camango & Cândido, 2023).

The certification process serves as the primary source of revenue for certification bodies, enabling them to achieve financial sustainability and remain competitive in the business landscape. However, they face potential conflicts of interest arising from competition among certification bodies in securing companies willing to pay for certification services (Dranove & Jin, 2010; Zheng & Bar, 2021). Furthermore, the implementation of management system certification is closely tied to the commitment of companies in maintaining or sustaining their certification (Lepistö et al., 2022). A key challenge in this regard is the low rate of certification renewal or recertification, where clients choose not to undergo recertification after a certain period or upon the expiration of their certification. This issue poses a threat to the sustainability of the management system certification industry and, on a broader scale, can negatively impact clients' perceptions, leading to doubts about the effectiveness of management system certification.

Certification bodies not only compete to acquire new clients but also need to focus on retaining existing clients. Given that certifications are typically valid for three years, customers must renew their certifications by passing a new certification from the same certification body. Customers who decide to recertify reflect the phenomenon of customer defection, where consumers stop or reduce the use of a company's products or services (Clougherty & Grajek, 2022). To mitigate customer churn, certification bodies need to enhance customer retention strategies, as high customer retention rates are associated with higher loyalty and stronger buyback intent (Gil-Gomez et al., 2020). In the context of certification, buyback intent is represented by the willingness of customers to undergo recertification. Since intention is the main determinant of behavior, its formation is influenced by personal, social, and informational factors.

While extensive research has explored the importance of management system certification and its impact on organizations, there are still gaps in understanding the factors that influence customer recertification intent (Lakhal, 2014; Reis et al., 2018). Most of the existing research focuses mainly on trust in certification bodies and certification itself, as well as the perceived value of certification for companies (Kouakou et al., 2013; McDermott, 2012). However, research on the relationship between explicitly acquired value and trust on its impact in the Indian context is limited (Nowicki et al., 2021). Indonesia's business landscape has unique characteristics compared to other countries,

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especially in terms of regulations, industry competition, and management system certification reliability dynamics (Ong et al., 2015). Thus, a more comprehensive understanding of the factors affecting recycling choices in Indonesia remains essential.

This study takes a novel approach to examine the relationship between the value obtained and the trust that is accepted in the recycling project (Ann et al., 2006). Most of the earlier research has examined the benefits of certification bodies' trust or certification separately, but few studies have specifically connected the two elements to have a direct impact on a company's decision to reinvent itself (Fonseca & Domingues, 2018). This study is based on the business environment in Indonesia, which differs from that of other nations in particularly as regards industry dynamics, regulatory, and confidence in management system certification (Rybski et al., 2017). This study offers fresh perspectives on academic knowledge and useful conclusions that will enhance certification bodies' customer retention tactics by highlighting the variables influencing resuscitation decisions in Indonesia.

This study also provides a theoretical contribution because it is driven by an intermediary variable that links perceived value and recycling intention. This method offers a fresh perspective on how trust supports the importance of certification (Kiryanto et al., 2022). Consequently, this study offers useful information from both an academic and practical point of view, encompassing the sustainability of Indonesian management system certification while considering the shortcomings in earlier research. In addition to TPB, this study can be enriched by integrating Mayer et al.'s (1995) integrative model of trust, which conceptualizes trust as a function of ability, benevolence, and integrity. This perspective allows for a more nuanced understanding of how organizations develop confidence in certification bodies—not only through perceived value, but also through assessments of competence and ethical credibility. Bridging TPB with Mayer's model situates trust not merely as a behavioral mediator, but as a multidimensional construct that reflects broader organizational risk management in interorganizational relationships. Furthermore, the theoretical framework would benefit from incorporating accounting and financial perspectives, particularly those relating to cost-benefit analysis, return-on-investment considerations, and SME resource constraints. These additions can enhance the study's explanatory power regarding why firms choose to pursue or forego recertification, making the findings more practically applicable to certification bodies and policymakers alike.

To ensure alignment with recent theoretical developments, the literature base could be expanded to include studies from 2023–2024 that explore digital trust, blockchain integration in certification, and certification dynamics within ASEAN economies. Notable works such as Duan et al. (2024), Li and Wang (2023), and Rozenkowska (2023) provide insights into evolving trust mechanisms and technology-enabled accountability structures, which are relevant to understanding certification decisions in emerging markets like Indonesia.

2. Methods

2.1. Research context and sample

This study was conducted in the context of business-to-business (B2B) management services, where the long-term collaboration is largely dependent on the relationship between customers and certification bodies. A quantitative approach based on companies that have used certification services was used. RINA Indonesia. The survey population was 388 companies, of which 197 were selected with the help of an objective sample. The sample selection was based on companies that had prior experience with the certification process and demonstrated potential for recertification. Data collection was carried out in December 2024 through a survey method, utilizing questionnaires distributed to company representatives responsible for certification decisions.

Table 1 presents the characteristics of the study respondents. In terms of gender, most respondents were male (72%; n = 141), while female respondents accounted for 28% (n = 56). This distribution indicates that decision-making related to management system certification is predominantly carried out by male professionals. Regarding age distribution, the largest age group was 46–53 years (42%), followed by 38–45 years (38%). Meanwhile, the 30–37 years (11%), 22–29 years (8%), and 54–61 years (3%) groups had smaller proportions. This distribution suggests that certification-related decision-making is generally undertaken by middle-aged individuals with significant managerial experience. From the perspective of job position, most respondents held the role of Management Representative (60%), while the remaining 40% were President Directors. In terms of company location, most companies were based in DKI Jakarta (38.66%), followed by West Java (14.18%), Riau Islands (12.89%), and several other regions, including East Java (7.22%), North Sumatra (4.64%), Banten (4.64%), and Central Java (3.09%). Meanwhile, 15.22% of respondents were from various other locations across Indonesia. This distribution reflects that certification activities are primarily concentrated in major industrial regions. Regarding types of certifications, most companies held ISO 9001 certification (49.2%), followed by ISCC (20.8%) and BRC8 (16.2%). Other certifications, including MLC 2006 (5.1%), ISO 14001 (3.6%), ISO 45001 (1.5%), and BIOC INS (1.5%), had smaller distributions, while 2% of companies held other types of certifications.

Table 1: Sample Characteristics

Items	Categories	Frequency (N = 197)	Percentage
Gender	Male	141	72%
	Female	56	28%
Age	46-53 yo	82	42%
	38-45 yo	74	38%
	30-37 yo	21	11%
	22-29 yo	15	8%
	54-61 yo	5	3%
Position	Management Representative	118	60%
	President Director	79	40%
Company Location	DKI Jakarta	76	38.66%
	Jawa Barat	28	14.18%
	Kepulauan Riau	25	12.89%
	Jawa Timur	14	7.22%
	Sumatera Utara	9	4.64%
	Banten	9	4.64%
	Jawa Tengah	6	3.09%
	Etc.	30	15.22%
Type of Certification	ISO 9001	97	49.2%
	ISCC	41	20.8%
	BRC8	32	16.2%
	MLC 2006	10	5.1%

	ISO 14001	7	3.6%
	ISO 45001	3	1.5%
	BIOC INS	3	1.5%
	Else	4	2%

Source: Primary data processed.

2.2. Measures

To measure the constructs, the instrument was developed based on various previous studies. A questionnaire was designed, incorporating survey items for the measurement of each construct. The measurement items and their references are provided in Table 1. A five-point Likert scale, ranging from strongly agree (1) to strongly disagree (5), was used to assess responses. The primary reason for utilizing an adapted scale is that its validity and reliability have been established in prior research. Three professors in management and one expert in management system certification were consulted to review the scale items and suggest modifications if necessary. Several adjustments were made to the measurement items based on expert recommendations. The final questionnaire consists of 16 items used to measure three latent variables, as presented in Table 2.

Table 2: Measurement Instrument

Construct	Item	Wording	References
Perceived value (PV)	PV1	The services provided consistently maintain high standards.	(Sweeney & Soutar, 2001)
	PV2	The quality standards of the services meet acceptable expectations.	
	PV3	We feel comfortable utilizing these services.	
	PV4	The services offered provide us with satisfaction and a sense of fulfillment.	
	PV5	The service fees offered are competitive compared to other providers.	
	PV6	The services delivered are commensurate with the costs incurred.	
	PV7	Obtaining certification makes us feel recognized as part of the business community.	
	PV8	Certification enhances our company's image and reputation.	
Trust (TR)	TR1	We are confident that this certification body will not act opportunistically for its benefit.	(Akrout & Diallo, 2017)
	TR2	We believe that this certification body understands that opportunistic behavior may be detrimental to its clients.	
	TR3	We trust that this certification body consistently fulfills its commitments.	
	TR4	We have confidence in the competence of this certification body.	
	TR5	We are certain that this certification body strives to provide the best services.	
	TR6	We feel comfortable collaborating with this certification body.	
Recertification Intention (RI)	RI1	We are highly likely to renew our certification through this certification body.	Hellier et al. (2003)
	RI2	We are inclined to apply for other types of certifications through this certification body.	

Source: adapted from Sweeney and Soutar (2001), Akrout and Diallo (2017), and Hellier et al. (2003).

3. Results

3.1. Structural equation modelling approach

To statistically analyze the structural and measurement models, in this study the Smart PLS software was used to implement the Structural Equation Modeling (SEM) technique. In SEM, the measurement model represents the relationships between latent variables and their observed indicators, while the structural model examines the hypothesized causal relationships among research constructs (Hair & Alamer, 2022). Unlike AMOS and LISREL, they are based on cave-based approaches and retroactivity derived from the analysis of Smart PLS routes. It has become a robust method for analysing causal models involving multiple constructs and indicators (Zyphur et al., 2022). As an Ingredient-based vision, Smart PLS can model latent constructs free from measurement errors, even under conditions of non-normal data distribution. Particularly suitable for the use of complex predictive models in small and medium-sized sample studies (Wolf et al., 2013). As this study was the size of a small sample (197 respondents), the Smart PLS was the most appropriate analysis tool. In addition, bootstrapping was a retrieval method to assess the statistical significance of relationships and created 200 random subsamples instead of the original dataset.

3.2. Tests of the measurement model

The validity and dependability of the builders were examined through convergent, discriminatory, and internal soundness analyses. The values of 3, mean variant (AVE), external load, and composite reliability (CR) were examined. Cronbach's and CR tests were used to assess the model's sustainability. The result showed that all values were above the 0.7 limit. Consequently, the internal resistance of every building was deemed acceptable, thus validating the research. The researchers looked at the indicators' external load values and the structures' AVE values to determine whether the convergence was valid. All designs have an AVE of 0.5 >, and all indicators have external loads of 0.7 >. As stated by Ringle et al. (2023), it can be stated that the convergent validity of the research model is acceptable. we recommend clarifying the limitations associated with the sample and linking the results more clearly to the Indonesian policy context. As the sample is relatively small and heavily skewed toward ISO 9001-certified firms, the authors should discuss how this may limit the generalizability of findings to other standards or sectors. Furthermore, aligning the study's implications with Indonesian industrial or certification policy—such as the Ministry of Industry's strategic quality roadmap or the LKPP's procurement certification reforms—would enhance its national relevance and policy utility.

Table 3: The Indicators of Reliability and Validity

Construct	Item	Outer Loadings	AVE	CR	Cronbach's α
Perceived value (PV)	PV1	0.806	0.672	0,942	0.930
	PV2	0.793			
	PV3	0.868			
	PV4	0.837			
	PV5	0.820			
	PV6	0.830			
	PV7	0.809			
	PV8	0.793			
Trust (TR)	TR1	0.826	0.715	0,938	0.920
	TR2	0.854			
	TR3	0.823			
	TR4	0.874			
	TR5	0.826			
	TR6	0.869			
Recertification Intention (RI)	RI1	0.880	0.779	0,876	0.717
	RI2	0.886			

Source: Primary data processed.

In conclusion, Hansler's Heterotrait-Monotrait ratio (HTMT) was used to assess a model's discriminant validity without cross-loading or the Fornell and Larcker Criterion. Table 4 shows the HTMT values obtained. If the HTMT between two constructs is less than 0.85, the correlation has good discriminant validity. Correlation between constructs does not have adequate discriminant validity if it has HTMT > 9. Meanwhile, discriminant validity with HTMT < 9 is still acceptable. Table 4 shows that the correlation between constructs in the model has HTMT < 0.9; thus, it can be stated that the discriminant validity of the research model is acceptable.

Table 4: HTMT

Construct	TR	PV
Trust (TR)		
Perceived Value (PV)	0.582	
Recertification Intention (RI)	0.897	0.897

Source: Primary data processed.

3.3. Tests of the structural model

The model structure is measured by examining the path coefficient. To explain that the path coefficient represents the relationship between constructs that are the hypothesis of the research. The path coefficient has a standard value between 1 and +1. The value can be smaller or larger, but usually falls between these limits. A path coefficient close to +1 indicates a strong and generally significant positive relationship. The opposite applies to negative values. The closer the coefficient estimate is to 0, the weaker the relationship. Shallow values close to 0 are usually not significantly different from zero. In this study, path coefficient testing was based on p-values at an error rate of 5%. A relationship is significant when p-values < 0.05. The path coefficients and p-values of the research model for direct and indirect effects are presented in Table 5.

Table 5: Direct and Indirect Effects

Hypotheses	Path	Path Coefficient	P-Values	Result
H1	PV □ RI	0.475	0.000	Supported
H2	PV □ TR	0.541	0.000	Supported
H3	TR □ RI	0.479	0.000	Supported
H4	PV □ TR □ RI	0.259	0.000	Supported

Source: Primary data processed.

Following the results, all hypothesized relationships obtained p-values < 0.05, indicating that all hypotheses were supported. The findings demonstrate a positive and significant influence of perceived value on recertification intention (H1 supported) and perceived value on trust (H2 supported). In addition, trust was seen to have a positive impact on regeneration intention (H3-compatible). In addition, it was confirmed that the mediating function of trust in the relationship between the value received and the intention to reoffend is positive and important (oral, 4). According to these results, the value detected generates confidence, which, in turn, reinforces the search for re-edition.

4. Discussion

The results of this research coincide with the Theory of Planned Behavior (TPB) and explain that an individual's intention to eat is a consequence of attitude, subjective norms, and control of behavior (Leong et al., 2022). This study has confirmed that the value received has a significant impact on the intention to recycle, both directly and indirectly (H1-compliant), through trust (H4-compliant) (Fehrenbach & Herrando, 2021). Based on these results, when entities receive a high value in the certificate, they are likely to participate in the recycling process (Karjaluoto et al., 2012). Regeneration intent (H3-compatible) is positively impacted by trust, which is positively impacted by the value received. The way that value is received and intention to relapse is mediated by trust, demonstrating how institutions trust the fundamental process by which people recognize the importance of making decisions based on sound judgment. These findings are in line with previous research emphasizing the importance of perceived value in influencing customer decisions in long-term service engagements (Yan et al., 2024) and the critical role of trust in maintaining sustainable business relationships (Casidy & Yan, 2022; Duan et al., 2024).

4.1. Financial and cost considerations in recertification decisions

Beyond trust and perceived value, the cost structure of recertification represents a critical determinant influencing organizational decisions to renew certifications. From an accounting and financial perspective, recertification expenses encompass both direct costs (e.g., audit fees,

documentation processing, re-training) and indirect costs such as operational disruptions, staff time, and potential investments in quality improvements (Alonso-Almeida et al., 2021; Agudo et al., 2021). Organizations—particularly SMEs—often weigh these expenditures against expected benefits like enhanced market credibility, customer retention, or reduced risk exposure (Bag et al., 2024). When perceived returns do not justify the financial outlay, organizations may opt out of recertification, regardless of trust in the certification body (Li & Wang, 2023).

Certification bodies can address this by offering transparent pricing models, installment-based fee structures, or bundled certification packages, which reduce short-term financial pressure and increase affordability for resource-constrained firms (Cho et al., 2024; Casidy & Yan, 2022). Furthermore, offering cost-benefit breakdowns and return-on-investment (ROI) projections can enhance managerial understanding of long-term gains, thus strengthening recertification intention (Wu & Huang, 2023). Financial disclosures or audits demonstrating cost-effectiveness may also appeal to companies with rigorous budgeting controls or board oversight (Duan et al., 2024; Ladwein & Romero, 2021).

While the Theory of Planned Behavior explains intention based on attitudinal and normative constructs, Mayer et al.'s trust model offers critical insight into why firms trust certain certification bodies over others. The findings align with Mayer's dimensions: participants viewed certification bodies as competent (ability), client-oriented (benevolence), and ethically consistent (integrity)—all of which strengthened trust and, subsequently, recertification intention. This suggests that trust-building strategies should target credibility across all three dimensions, not just transactional performance.

Compared to previous research, these findings confirm that the attitude of entities to renew the certificate depends not only on economic benefits and compliance conditions, but also on trust in the certification body (Ladwein & Romero, 2021). The findings support previous research, including the interaction of value received, including customer trust and retention (Ponte et al., 2014; Cho et al., 2024; Wu & Huang, 2023). Like research conducted by Correa et al. (2021), which found that perceived value strongly influences trust in service providers, this study highlights the same relationship in the context of certification. The discussion would benefit from placing the Indonesian case within a broader global context. For example, GDPR-linked certifications in the EU emphasize data integrity and transparency, while digital trust frameworks in East Asia leverage blockchain and AI to enhance audit credibility. Comparing these with Indonesia's certification landscape can reveal structural and cultural distinctions in how trust is cultivated and how recertification strategies are pursued across jurisdictions. Such comparisons help position the study within international certification debates. Furthermore, the results complement the findings of Alatawi et al. (2024), which suggest that trust plays a critical role in fostering long-term business relationships and ensuring continued service adoption. This knowledge collectively reinforces the trust of institutions to ensure the tactile benefits and credibility of the certification body.

From a theoretical point of view, this research broadens the scope of the CAP, demonstrating that perceived value and trust are determinants of the intention to reverse. While TPB traditionally focuses on attitudes, subjective norms, and perceived behavioural control, the inclusion of perceived value and trust enhances its applicability to certification-related decision-making (Rozenkowska, 2023). In addition, the intermediate effect of trust adds depth to the existing literature and shows that trust reinforces the relationship between the value received and the intention to do so. This study also contributes to theories of relationship marketing and reinforces trust in long-term business relationships, especially in regulated environments where reliability and transparency are decisive.

From a practical point of view, the findings offer valuable insights to certification bodies, regulators, and entities seeking certification. First, the priority of CR should be to increase the value received to increase the recycling rate. To achieve this, the quality of service can be improved by providing additional support services and effectively communicating the long-term benefits of the certificate. Organizations are more likely to renew their certification if they have a clear understanding of how it adds value to their operations (Agudo et al., 2021). Second, confidence-building and strengthening are key to ensuring long-term commitment. Certification bodies shall comply with the assessment, transparency, fairness, and standard processes. Issuing clear evaluation criteria, communicating clearly with customers, and ensuring a consistent and reliable certification process can build trust. Third, it is important to highlight the management of long-term relationships, as entities tend to be loyal if they feel valued outside of the certification process. Certificate authorities can develop personalized customer engagement strategies to increase customer retention.

Another useful effect is the potential for trust to be a competitive advantage. Established CBs are better positioned to differentiate themselves from their rivals due to the average trust between the value received and the intention to recheck (Bag et al., 2024). The publication of case studies, success stories, and client endorsements can enhance the credibility of the certification body. In addition, continuous improvement projects, such as the introduction of new certification guidelines and integration of digital transformation into certification procedures, can further enhance value and trust.

4.2. Financial and cost considerations in recertification decisions

Beyond trust and perceived value, the cost structure of recertification represents a critical determinant influencing organizational decisions to renew certifications. From an accounting perspective, recertification expenses encompass both direct costs (e.g., audit fees, documentation processing, re-training) and indirect costs such as operational disruptions, staff time, and potential investments in quality improvements. Organizations—particularly SMEs—often weigh these expenditures against expected benefits like enhanced market credibility, customer retention, or reduced risk exposure. When perceived returns do not justify the financial outlay, organizations may opt out of recertification, regardless of trust in the certification body.

Certification bodies can address this by offering transparent pricing models, installment-based fee structures, or bundled certification packages, which reduce short-term financial pressure. Furthermore, offering cost-benefit breakdowns and return-on-investment (ROI) projections can enhance managerial understanding of long-term gains, thus strengthening recertification intention. Financial disclosures or audits showing cost-effectiveness may also appeal to companies with rigorous budgeting controls or board oversight.

5. Conclusions

The importance of trust and how it influences recovery organizations' intentions when they use certification services are both highlighted in this analysis. Confidence in recycling intentions varies, and the value found directly or indirectly influences recycling intentions. When an entity considers that the services provide significant value, whether in terms of reliability, compliance, or business advantages, it decides to renew its certificate. Supporting British Columbia's confidence will also ensure long-term cooperation with the certification service provider.

In addition, the results suggest that trust can be used as a competitive advantage. In an industry where there are many certification bodies competing for customers, who prove that they are highly reliable, trustworthy, and transparent, you earn the reputation and loyalty of the most powerful customers. Publishing client testimonials, success stories, and case studies can reinforce a positive image and encourage more organizations to seek recertification. Additionally, investing in ongoing innovation, such as digital transformation in certification processes, automated compliance tracking, and AI-driven auditing tools, could further enhance the perceived value and trustworthiness of certification services.

Incorporating cost-accounting frameworks into certification engagement strategies may also improve recertification outcomes. Since financial justifications often accompany strategic decisions, demonstrating the cost-efficiency of certification processes can appeal to CFOs and procurement teams. Future research could quantitatively explore how cost perceptions mediate the trust–intention relationship, or assess which cost-saving strategies are most effective across industries and firm sizes.

6. Limitations and future research

While this study provides novel insights into the influence of perceived value and trust on recertification intention, several limitations should be acknowledged.

First, the sample size was relatively small (N = 197), and most respondents represented ISO 9001-certified organizations (49.2%). This industry concentration introduces potential sampling bias, limiting the generalizability of findings to other certification types such as ISO 14001, ISO 45001, or sector-specific schemes like BRC8 and ISCC. The conclusions may therefore reflect the quality management context more than environmental, occupational health, or sustainability certifications.

Second, the study did not include control variables such as regulatory pressure, customer requirements, or market competition, which could act as confounding influences on recertification behavior. For instance, firms in highly regulated or export-driven industries may renew certifications based on compliance needs rather than perceived value or trust. The exclusion of these contextual variables restricts the explanatory depth of the structural model.

Third, the research design was cross-sectional, capturing organizational perceptions at a single point in time. It does not reflect how trust and value evolve in response to changes in policy, economic shocks, or certification body performance. A longitudinal or panel-based design would offer greater insight into these dynamics.

Fourth, although a robust SEM-PLS method was used, the study relies solely on quantitative measures. This may overlook qualitative aspects of trust formation or contextual interpretations of value, which could be illuminated through interviews or case studies.

Future research should aim to diversify the sample by certification type and industry, incorporate regulatory and competitive pressures as control variables, and adopt mixed-method or longitudinal designs to capture evolving organizational behavior more comprehensively.

Despite the valuable contributions, this study has several limitations, and you must know them. First, the research sample was conducted with a small size (N = 197), This can limit the generalizability of discoveries from different industries and regions. Third, the sample size (N = 197) is relatively small and predominantly comprised of firms certified under ISO 9001 (49.2%). This certification type, while widely adopted, may not reflect the diverse challenges, decision criteria, or value perceptions associated with other certification schemes such as ISO 14001, ISO 45001, or sector-specific standards like BRC8 or ISCC. As such, the findings may be more reflective of quality management certification dynamics than of environmental, safety, or supply chain certifications. Caution should therefore be exercised when generalizing these results across different certification types, industries, or regions, particularly sectors with more complex or less standardized recertification processes.

Future studies should deliberately diversify the sample, both in terms of certification types and geographical representation, to better capture variations in trust, perceived value, and recertification intent across certification ecosystems. Stratified sampling or industry-specific case studies may provide more granular insight into sectoral differences and inform more targeted certification strategies.

The results give strong empirical evidence about the role of value received and trust in recertification intention. Expanding the sample size and incorporating a more diverse range of industries and geographic locations could enhance external validity. Second, the research was based on the value and trust identified as a key factor in the intention to regenerate. However, other potential factors, such as regulatory pressure, market competition, organizational culture, and customer service experience, can also influence an entity's decision to renew its certificate. Future research should include these additional variables to better understand the behavior of associations. Additionally, this study did not incorporate external control variables such as regulatory pressure, market competition, or industry-specific mandates, all of which may significantly influence recertification decisions. For instance, firms operating in heavily regulated industries or under international scrutiny may be more likely to renew certifications regardless of perceived value or trust. Similarly, companies in highly competitive sectors may use certification as a differentiation strategy rather than a value-based decision.

The absence of these control variables may limit the explanatory power of the model and introduce potential confounding effects. Future studies should integrate these contextual factors into the analytical framework, possibly through multigroup analysis or moderated regression models to isolate their impact and provide a more nuanced understanding of what drives recertification intention.

In addition, this study used a cross-sectional research plan that reflects responses at a given point in time. However, it does not consider how the value received, confidence, and intent to reverse it change over time. Since decisions to renew certificates may change due to shifts in organizational, industrial, or economic priorities, future research should consider using a long-term perspective to monitor these dynamics. Another limitation is the application of effective quantitative techniques to gauge the correlations between variables; however, these techniques fail to capture the institutional motivation and intricacy of decision-making. A more comprehensive and nuanced understanding of the variables influencing review decisions can be gained by incorporating qualitative methods like focus groups, case studies, and in-depth discussions.

Further research is needed to generalize findings across various certification types and business sectors. Analysis of contextual factors, such as economic stability, regulatory changes, and industry-specific trends, can provide deeper insights into the conditions driving regeneration decisions. In addition, analysis of the role of external pressures, including government regulations, competitive evaluation, and the impact between couples, can help to understand how associative expectations occur. It is also recommended to use a long-term research method to see how confidence in the value and time received develops, especially in industry standards, economic conditions, and organizational governance. In addition, the introduction of qualitative research methods, such as background interviews and case analysis, in addition to understanding them through quantitative analysis, can have motivations and complexities for decision-making. Future research should look at the impact of digitalization and emerging technologies such as blockchain-based certificates, II-based audits, digital trust mechanisms, transparency, efficiency, and trust in the certification process. Taking these issues into account, future research can better

understand corrective behaviour while also providing practical information to the European Bank to improve client engagement in the business environment of a developing society.

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