

Experience quality in moderating lifestyle, brand awareness and taste quality on cleo consumer revisits

Dewi Sartikah¹, Surya Bintarti², Ilham Muhammad Mardiputra³

^{1,2,3}Department of Management, Pelita Bangsa University, Indonesia

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ABSTRACT

People must adopt a healthier lifestyle after the pandemic, one of which is by drinking mineral water regularly. In Indonesia, there are many brands of bottled drinking water, these five are the most well-known among the public, namely Aqua, Le Mineral, Ades, Cleo and Club. Cleo is bottled water that stands earlier than Le mineral, this is very interesting to analyze. This study aims to examine addiction between lifestyle, brand awareness, and taste quality on repurchase intention moderated by experience quality. The number of respondents in this study were 102 respondents who had purchased or consumed Cleo mineral water in the Bekasi Regency area. The taking of this population is non-probability sampling and the technique of taking respondents is purposive. This research was processed using a regression technique, which was processed using SmartPLS Software. This research proves 1) Customers who buy Cleo brand products feel that their lifestyle is in accordance with the Cleo brand product so that they have repurchase intentions. 2) The higher consumer awareness of the CLEO product brand, the higher the intention to repurchase again. 3) Cleo's products have high quality so that the quality of taste can affect repurchase intentions. 4) The quality of experience acts as a moderator predictor so it cannot moderate lifestyle on repurchase intention. 5) The quality of experience can moderate brand awareness on repurchase intentions. 6) Experience quality acts as a moderator predictor so it cannot moderate taste quality on repurchase intention.

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Corresponding Author:

Dewi Sartikah,

Department of Management,

Pelita Bangsa University,

Jalan Inspeksi Kalimalang, Cibatu, Kec. Cikarang Selatan, Bekasi, 17530.

Email: dewisartikah18@gmail.com

1. Introduction

People must apply a healthier lifestyle more strictly after the Covid-19 pandemic, one of which is by drinking mineral water regularly to maintain body fluids and minerals. Water is a basic human need that must always be met. Humans can survive without food for several days, but because the water in the human body is around 60%, humans need water. In three days without water, our life will end (Agus pambagio, 2021). Water is needed every day for the human body to function properly. The healthiest drink for the body and to avoid various diseases is plain water or mineral water. Men and women need different amounts of mineral water, Cleveland Clinic says Men need 3.7 liters of water daily, while women need 2.7 liters. However, everyone has different needs for water (maya Citra Rosa, 2021) . It is also important to think about the quality of the mineral water you drink. It must be premium mineral water. Mineral water contains important minerals that the body needs to stay healthy and reduce the risk of disease besides providing nutrition to the body and does not contain calories that can make people gain weight.

The number of bottled drinking water industries is increasing, in Indonesia there are many various brands of bottled drinking water such as Aqua, Le Mineral, Ades, Cleo, Club and so on (bukareview, 2022) . Aqua bottled drinking water was founded by Tirta Utomo with PT Golden Mississippi in 1973 (Wikipedia,

2022a) . Le mineral bottled water founded by PT Tirta fresindo jaya is a new bottled drinking water among Aqua, Ades, Club and Cleo drinking water which was established in 2015. Ades bottled drinking water was founded by PT Alfindo Putrasetia in 1985. Cleo bottled drinking water was founded by PT Sariguna primatirta tbk in 2004 (IDNfinancials.com, 2022) . Club bottled drinking water was founded by PT Tirta Bahagia which was founded in 1988.

The abundance of bottled drinking water throughout Indonesia, these five are among the most well-known among Indonesian people. Based on the top brand index 2018 to (top brand index, 2022) (data attached) Aqua sales are in first place with an acquisition of fifty-seven point two percent, second position is Le Mineral with twelve point five percent, third position is Ades with six point four percent, fourth place Cleo at four point two percent and last place Club at three point eight percent. Aqua had controlled the market share of up to sixty-three point nine percent in 2018, but the figure continued to decline until now to fifty-seven point two percent, even though drinking water in Aqua bottles has decreased there are still many consumers who consume drinking water in Aqua packages and do the repurchase beats le mineral, cleo, ades and club, Cleo's bottled water is left behind from Le mineral, where Cleo's bottled water is bottled water that stands earlier than Le mineral's bottled water, this is very interesting to analyze.

Repurchase intention is a behavior that is caused by previous behavior that is directly related to the decision to repeat consumption in the future (Hasan & Ali, 2013) in (Soebandhi et al., 2020) . Repurchase intention can be measured from indicators 1. Transactional interest, 2. Referential interest, 3. Preferential interest, 4. Explorative interest. Repurchase intention is the practice of repeatedly purchasing an item or service (Tufahati et al., 2021) .

Purchases made repeatedly by consumers so that it creates habits that make it a lifestyle. Health is the main thing to pay attention to now so that it encourages consumers to adopt a healthy lifestyle. A person's behavior, especially how he lives, spends his money, and manages his time, is reflected by his lifestyle. Activities, interests, and beliefs are often used to characterize a person's way of life (activities, interests, and ideas) (Anggita, 2018) in (Sefnat Aristarkus Tang, 2022) . Lifestyle can be measured through indicators 1. Activity, 2. Interest, 3. Opinion. A person's activities, hobbies, and opinions are often used to describe their lifestyle (Sumarwan, 2011) in (Katubi, 2020) . Lifestyle refers to how people allocate their time and resources, including their financial resources (Minor & Mowen, 2002) in (Tae & Bessie, 2021) . Many people now drink bottled water because it is clearer and of higher quality. Cleo encourages a healthy lifestyle by offering bottled water in various sizes of bottles, glasses and gallons. Aqua offers glass, plastic bottles, glass bottles, glass containers, gallons and blue containers. Le Mineral offers gallons and bottles. Ades offers a selection of different bottles. Club offers bottles, gallons and glasses. In addition to lifestyle, brand awareness also influences repurchasing. Lifestyle has a positive and significant effect on repurchase intention (Sefnat Aristarkus Tang, 2022) , (Katubi, 2020) and (Tae & Bessie, 2021) whereas the results of (Kusumasari et al., 2020) and (Therok et al., 2021) lifestyle have no significant effect on repurchase intention return.

In addition to lifestyle, brand awareness also influences repurchasing, when asked what brand name they had in mind, consumers might be asked to determine their level of brand awareness. Depending on where and when the buying decision was made, memory or brand awareness is sufficient. Depending on how well known the brand is, the best brand awareness techniques will vary. Promoting a brand can sometimes be done to maintain its high level of recognition (Peter et al., 2000) in (Razak et al., 2019) . Brand awareness can be measured through indicators 1. embedded in consumers' minds about the brand, 2. the brand is easy to remember, 3. the brand is easy to recognize. In the previous two decades, the idea of brand has grown significantly. Many technical and psychological justifications have emerged for complex brand ideas (Durianto et al., 2001) in (Langga et al., 2020) . Cleo's bottled water has an advantage in bottled water for a healthy and happy life compared to other bottled water brands. While Aqua launched a good campaign starting from here, creating the image of drinking water became the focus. Le Mineral, which has a distinctive tagline "rich and sweet and sweet" and a gallon pioneer, likes to use it. Ades uses the image of green advertising products and bottled drinking water that emphasizes concern for the environment. The drinking water club promotes the idea of mineral water as a constant desire to work together and bring natural freshness. In addition to lifestyle factors, brand awareness, taste quality also influences repurchase. Brand awareness has a positive and significant effect on repurchase intention (Razak et al., 2019) and (Langga et al., 2020) in contrast to the results (YP Putra, 2019) , (Sudayo & Saefuloh, 2019) and (Wijaksono & Ali , 2019) a brand awareness has a negative effect on repurchase intention.

The quality of a product refers to its physical condition, function and characteristics as well as its ability to satisfactorily satisfy customer tastes and needs in line with the money value of the product (Prawirosentono s, 2007) in (Mokoginta et al., 2022) . Taste quality can be measured through indicators 1. durability, 2. serviceability, 3. aesthetics, 4. perceived quality. product quality is the extent to which a product can meet consumer expectations (Assauri, 2010) in (Fatmalawati & Andriana, 2021) . The overall quality of the product is the result of a confluence of factors including marketing, manufacturing techniques and maintenance that enable the product to meet consumer or customer expectations (Lupiyoadi et al., 2006) in (Fernanda et al., 2019) . Product quality refers to the general quality of goods and services based on marketing, engineering, manufacturing and maintenance and ensuring that the goods and services provided meet customer expectations Maria & Anshori, 2019 in (Maulana & Sukresna, 2022) . Cleo's bottled drinking water is made from Mount Arjuna Springs which is used to make Cleo's bottled drinking water and is processed using super membrane filter technology (0.0001 microns), which produces drinking water that is 20 times purer. The aqua water is carefully processed from volcanic mountain springs to maintain its purity and save the ecosystem of the water source. Le Mineral is made from carefully selected mountain spring water, has the characteristics of freshness (slightly sweet), and accelerates the recovery of aerobic capacity. Ades is made from carefully selected mountain spring water, and the body is kept hydrated by a multilevel filtering process. And Club is hygienically made using acceptable technical standards from specific mountain springs. Taste quality has a positive and significant effect on repurchase intention (Mokoginta et al., 2022) (Fatmalawati & Andriana, 2021) , (Lupiyoadi et al., 2006) in (Fernanda et al., 2019) , (Maria & Anshori, 2019) in (Maulana & Sukresna, 2022) is inversely proportional to the results (Putu Ema Werdiastuti, 2022) taste quality has no significant effect on repurchase intention.

The research gap above shows that there are other variables besides lifestyle, brand awareness, quality of taste towards repeat purchases, namely the quality of experience. To measure consumer satisfaction, comparisons between products can be used, all customers must aspire that their expectations are realized both in terms of the products they buy and the services they receive (Park et al., 2018) in (Diandra Ariani Syafitri, 2022) . The quality of experience can be measured by indicators 1. As expected, 2. Interest to buy again, 3. Willingness, 4. Making decisions. satisfaction is the fulfillment of pleasure, which means that consuming satisfies some of the customer's needs, wants, goals, or other goals, and that this fulfillment is pleasurable (Putri & Sukawati, 2020) . Experience quality is an initial assessment after buying or a positive feeling from the last transaction (Oliver, 1993) in (Bintarti & Kurniawan, 2017) . The price given for bottled water with the Cleo brand is very affordable and the prices range from seven hundred silver to forty nine thousand so that the intention to repurchase is achieved. Aqua brand drinking water varies in price from eight silver to nineteen thousand. Le mineral brand drinking water varies in price from three thousand to twenty two thousand. Ades brand drinking water starts at two thousand three hundred to five thousand nine hundred and Club brand drinking water varies in price from six hundred silver to nineteen thousand. Benefits of research 1. Theoretical Benefits: can help students develop an understanding of marketing management science and deepen their understanding of what they have learned at Pelita Bangsa University. 2. Practical Benefits: this research is expected to be taken into account and used as input by businesses when making marketing related policies and plans.

2. Research Method

The population in this study were all people who had purchased or consumed Cleo mineral water in the sub-districts of North Cikarang, West Cikarang, East Cikarang, South Cikarang, Bekasi Regency with an age limit of over 17 to 60 years. So with these conditions the technique of taking respondents is purposive sampling. This means that the population is non-probability sampling because we do not know the number of respondents. So the size of the number of respondents we took was 50 – 500 respondents with reference (Imam Ghozali, 2021a) . This research method uses a quantitative method by distributing questionnaires to respondents. The quantitative method can be understood as research that produces discoveries using statistical calculations (Imam Ghozali, 2021b) . The collected data is processed using a regression technique, which is processed using SmartPLS software.

3. Results And Discussions

The data that has been collected will be tested for feasibility by testing data analysis using Partial Least Square (PLS) Software in this study, as follows:

Outer Model

Validity test result

- a. Results of the Convergent Lifestyle Convergent Validity Test (X1)

Table 1. Convergent lifestyle validity (X1)

X1 variable with indicator	Loading Factor	P-Value	Information
X1.1	0.914	0.000	Strong
X1.2	0.863	0.000	Strong
X1.3	0.900	0.000	Strong
X1.4	0.867	0.000	Strong

Source: Results of Primary Data Processing, 2023

Based on the results of the convergent validity test of lifestyle (X1) with the indicator X1.1 having a loading factor value of 0.914, the indicator item X1.2 with a loading factor of 0.863, the indicator item X1.3 with a loading factor of 0.900 and the indicator item X1.4 with loading factor of 0.867, this shows that all indicators on lifestyle variables (X1) have a strong role.

- b. Brand Awareness Convergent Convergent Validity Test Results (X2)

Table 2. Convergent validity of brand awareness (X2)

X2 variables with indicators	Loading Factor	P-Value	Information
X2.1	0.819	0.000	Strong
X2.2	0.770	0.000	Strong
X2.3	0.863	0.000	Strong
X2.4	0.857	0.000	Strong

Source: Results of Primary Data Processing, 2023

Based on the results of the convergent validity test of brand awareness (X2) with the indicator X2.1 having a loading factor value of 0.819, the indicator item X2.2 with a loading factor of 0.770, the indicator item X2.3 with a loading factor of 0.863 and the indicator item X2.4 with loading factor of 0.857, this shows that all indicators on the brand awareness variable (X2) have a strong role.

- c. Taste Quality Convergent Validity Test Results (X3)

Table 3. Convergent validity of brand awareness (X3)

X3 variables with indicators	Loading Factor	P-Value	Information
X3.1	0.856	0.000	Strong
X3.2	0.880	0.000	Strong
X3.3	0.805	0.000	Strong
X3.4	0.879	0.000	Strong

Source: Results of Primary Data Processing, 2023

Based on the results of the convergent validity test of taste quality (X3) with the indicator X3.1 having a loading factor value of 0.856, the indicator item X3.2 with a loading factor of 0.880, the indicator item X3.3 with a loading factor of 0.805 and the indicator item X3.4 with loading factor of 0.879, this shows that all indicators on the taste quality variable (X3) have a strong role.

- d. Convergent Validity Test Results of Repurchase Intention (Y)

Table 4. Convergent validity of repurchase intention (Y)

Y variable with indicators	Loading Factor	P-Value	Information
Y1.1	0.910	0.000	Strong
Y1.2	0.903	0.000	Strong
Y1.3	0.905	0.000	Strong
Y1.4	0.844	0.000	Strong

Source: Results of Primary Data Processing, 2023

Based on the results of the convergent validity test of repurchase intention (Y) with the Y1.1 indicator having a loading factor value of 0.910, the Y1.2 indicator item with a loading factor of 0.903, the

Y1.3 indicator item with a loading factor of 0.905 and the Y1 indicator item. 4 with a loading factor of 0.844, this shows that all indicators on the variable repurchase intention (X2) have a strong role.

e. Convergent Quality of Experience (Z) Convergent Validity Test Results

Table 5. Convergent validity of experience quality (Z)

Z variable with indicator	Loading Factor	P-Value	Information
Z1.1	0.927	0.000	Strong
Z1.2	0.935	0.000	Strong
Z1.3	0.902	0.000	Strong
Z1.4	0.856	0.000	Strong

Source: Results of Primary Data Processing, 2023

Based on the results of the convergent validity test of the quality of experience (X2) with the Z1.1 indicator having a loading factor value of 0.927, the Z1.2 indicator item with a loading factor of 0.935, the Z1.3 indicator item with a loading factor of 0.902 and the Z1.4 indicator item with loading factor of 0.856, this shows that all indicators on the variable quality of experience (Z) have a strong role.

Reliability Test Results

Table 6. Construct reability and validity

	Cronbach's alpha	Composite Reliability	N of items
Lifestyle (X1)	0.909	0.936	4
Taste Quality (X3)	0.879	0.916	4
Brand Awareness (X2)	0.847	0.897	4
Quality of Experience (Z)	0.927	0.948	4
Repurchase Intention (Y)	0.913	0.939	4

Source: Results of Primary Data Processing, 2023

Based on the Construct Reability and Validity Table 2 above, it shows that the lifestyle variable (X1) has a Cronbach alpha value of 0.909 and a composite reliability value of 0.936 so that it can be said that the questions used on the lifestyle variable (X1) are very reliable . The brand awareness variable (X2) has a cronbach alpha value of 0.847 and a composite reliability value of 0.897 so that it can be said that the questions used on the brand awareness variable (X2) are very reliable. The taste quality variable (X3) has a cronbach alpha value of 0.879 and a composite reliability value of 0.916 so that it can be said that the questions used on the taste quality variable (X3) are very reliable. The repurchase intention variable (Y) has a cronbach alpha value of 0.913 and a composite reliability value of 0.939 so that it can be said that the questions used on the repurchase intention variable (Y) are very reliable. The quality of experience variable (Z) has a Cronbach alpha value of 0.927 and a composite reliability value of 0.948 so that it can be said that the questions used on the quality of experience variable (Z) are very reliable.

Inner Model

Analysis of the Goodness of Fit Model

Table 7. Results of the research model's goodness of fit test

No	Model Fit and quality indices	Fit Criteria	Results	Information
1	Average Path Coefficient (APC)	P < 0.05	0.007 P < 0.001	Good
2	Average R-Square (ARS)	P < 0.05	0.827 P < 0.001	Good
3	Average Adjusted R-square (AARS)	P < 0.05	0814 P < 0.001	Good
4	Average block VIF (AVIF)	Acceptable < =5; Appropriate < = 3.3	2,591	In accordance

Source: Primary Data, processed in 2023

Table 7 shows that the P-value of APC and ARS in this study was <0.001, the independent variables used in this study were good and were appropriate for predicting the independent variables of the study. Obtaining an Average R-Square (ARS) value of 0.827 can be said that the independent variables used represented 82% as predictors of the independent variables, while the rest were influenced by other variables outside the study. The AVIF value is less than 3.3 so that the model built in this study can be considered

appropriate. Based on the results of the Goodness of Fit test, it is known that the model built in this study is good for explaining the phenomenon being studied, and can be used to test hypotheses.

Hypothesis Testing Results

Table 8. Hypothesis testing

	Original sample (O)	Sample average (M)	Standard deviation (STDEV)	T statistic (O/STDEV)	Nilai P (P values)
(X1) -> (Y)	0.633	0.620	0.129	4.898	0.000
(X3) -> (Y)	0.093	0.090	0.096	0.968	0.333
(X2) -> (Y)	0.166	0.149	0.105	1.586	0.113
(Z) -> (Y)	0.036	0.070	0.109	0.333	0.739
(Z)x(X2) -> (Y)	0.210	0.209	0.077	2,722	0.007
(Z)x(X3) -> (Y)	-0.056	-0.059	0.069	0.804	0.421
(Z)x(X1) -> (Y)	-0.077	-0.069	0.081	0.945	0.345

Source: Primary Data, processed in 2023

In this study there are 6 research hypotheses. Based on the results of the analysis of path coefficients and p-values, the results of hypothesis testing can be obtained which are described as follows:

First Hypothesis Test Results

Based on the results of the path coefficient value of 0.633 with p-values of 0.000. The acquisition of the coefficient value indicates that there is a significant positive effect of lifestyle (X1) on repurchase intention (Y). This is in line with research (Sefnat Aristarkus Tang, 2022) , (Katubi, 2020) . (Tae & Bessie, 2021) . and according to expert theory (Anggita, 2018) in (Sefnat Aristarkus Tang, 2022) says that a person's lifestyle includes how they spend their time, hobbies, and behavior in daily activities.

Second Hypothesis Test Results

Based on the path coefficient value of 0.166 with p-values of 0.133. The acquisition of the coefficient value indicates a positive and significant influence of brand awareness (X2) on repurchase intention (Y). This is in line with research (Razak et al., 2019), (Langga et al., 2020) and in accordance with expert theory (Peter et al., 2000) in (Razak et al., 2019) said that when asked the name what brand they have in mind, consumers may be asked to determine their level of brand awareness. Depending on where and when the buying decision was made, memory or brand awareness is sufficient. Depending on how well known the brand is, the best brand awareness techniques will vary. Promoting a brand can sometimes be done to maintain its high level of recognition.

Third Hypothesis Test Results

Based on the path coefficient value of 0.093 with p-values of 0.333. The acquisition of the coefficient value shows that there is a positive and significant effect of taste quality (X3) on repurchase intention (Y). this is in line with research studies (Mokoginta et al., 2022), (Fatmalawati & Andriana, 2021), (Fernanda et al., 2019), (Maulana & Sukresna, 2022) and in accordance with expert theory (Prawirosentono s, 2007) in (Mokoginta et al., 2022) says that the quality of a product refers to its physical state, function, and characteristics as well as its ability to satisfactorily satisfy customer tastes and needs in line with the money value of the product.

Fourth Hypothesis Test Results

Based on the path coefficient value of -0.077 with p-values of 0.345. The obtained coefficient value indicates a negative and insignificant effect of lifestyle (X1) on repurchase intention (Y) moderated by the variable quality of experience (Z). The results of this study do not accept the variable quality of experience as a moderator between lifestyle and repurchase intention, because the quality of experience is a moderating predictor, so it has a direct role on repurchase intention because it is in accordance with research (Diandra Ariani Syafitri, 2022) , (Soebandhi et al. al., 2020) , (Putri & Sukawati, 2020) , (Tufahati et al., 2021) . The negative role of experience quality as a lifestyle moderator on repurchase intention shows that the quality of experience has a direct role on repurchase intention, so that it is in accordance with the theoretical study according to expert Park et al in the tourism journal published in 2018 cited in the article (Diandra Ariani Syafitri, 2022) states that to measure consumer satisfaction comparisons between products can be used, all customers must aspire to have their hopes realized both in terms of the products they buy and the services they receive.

Fifth Hypothesis Test Results

Based on the path coefficient value of 0.210 with p-values of 0.007. The acquisition of the coefficient value indicates a positive and significant influence of brand awareness (X2) on repurchase intention (Y) moderated by the experience quality variable (Z). This is in line with research (Diandra Ariani Syafitri, 2022) , (Soebandhi et al., 2020) , (Putri & Sukawati, 2020) , (Tufahati et al., 2021)) , and in accordance with the expert theory of expert expert Park et al. in the tourism journal published in 2018 cited in the article (Diandra Ariani Syafitri, 2022) states that to measure consumer satisfaction comparisons between products can be used, all customers must aspire so that their expectations are realized both in terms of the products they buy and the services they provide they receive.

Results of the sixth hypothesis test

Based on the path coefficient value of -0.056 with p-values of 0.421 . The acquisition of the coefficient value indicates that there is a negative and insignificant effect of taste quality (X3) on repurchase intention (Y) moderated by the experience quality variable (Z). The results of this study do not accept the variable quality of experience as a moderator between taste quality and repurchase intention, because experience quality is a moderating predictor, so it has a direct role in repurchasing intention because it is in accordance with research (Diandra Ariani Syafitri, 2022) , (Soebandhi et al. al., 2020) , (Putri & Sukawati, 2020) , (Tufahati et al., 2021) . The negative role of experience quality as a moderator of taste quality on repurchase intention shows that experience quality has a direct role on repurchase intention, so that it is in accordance with the theoretical study according to expert expert Park et al in the tourism journal published in 2018 cited in the article (Diandra Ariani Syafitri, 2022) states that to measure consumer satisfaction comparisons between products can be used, all customers must aspire to have their hopes realized both in terms of the products they buy and the services they receive.

Discussion

The R-Square value of the lifestyle variable on repurchase intention is 0.633. This shows that lifestyle has a positive role in repurchasing intention because customers who buy Cleo brand products feel that their lifestyle is in accordance with the Cleo brand product, so they have repurchase intentions. The R-Square value of the brand awareness variable on repurchase intention is 0.166. This shows that brand awareness has a positive role on repurchase intention because the higher consumer awareness of the CLEO product brand, the higher the repurchase intention. The R-Square value of the taste quality variable on repurchase intention is 0.093. This shows that taste quality has a positive but relatively small role on repurchase intention because Cleo products have high quality so taste quality can influence repurchase intention. The R-Square value of the lifestyle variable on repurchase intention moderated by the quality of experience is -0.077. This shows that a lifestyle that is moderated by the quality of experience has a negative role on repurchase intentions because consumers already have a lifestyle in their daily lives. The R-Square value of the brand awareness variable on repurchase intentions moderated by the quality of experience is 0.210. This shows that brand awareness moderated by the quality of experience has a positive role on repurchase intention because consumers to repurchase must be based on the quality of the consumer experience. The R-Square value of the brand awareness variable on repurchase intention moderated by the quality of experience is -0.056. This shows that the quality of taste, which is moderated by the quality of experience, has a negative role on repurchase intentions because consumers buy based on the quality of their products so they don't care about the quality of the experience.

4. Conclusion

Based on the results of the research and discussion that has been described previously, it can be concluded that: 1) Customers who buy Cleo brand products feel that their lifestyle is in accordance with the Cleo brand product so that they have repurchase intentions. 2) The higher consumer awareness of the CLEO product brand, the higher the intention to repurchase again. 3) Cleo's products have high quality so that the quality of taste can affect repurchase intentions. 4) The quality of the experience felt by consumers will motivate consumers to repurchase Cleo brand mineral water products, because consumers already have a healthy lifestyle so that in their daily life they will always consume mineral water. 5) The quality of experience can moderate brand awareness on the intention to repurchase Cleo brand mineral water, because consumers to repurchase must be based on the quality of the consumer experience. 6) The experience felt by consumers while consuming CLEO brand mineral water encourages consumers to make repeat purchases, because consumers buy based on the quality of their products so they don't care about the quality of the experience.

Future research is expected to increase variable interventions and involve many respondents in conducting research that can influence repurchase intentions.

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