

Revisit: Lifestyle of brand awareness and taste quality with moderation of experience quality

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ABSTRACT

This study reviews Revisit: Lifestyle Brand Awareness and Taste Quality with Moderation of Experience Quality in Bekasi Regency Area. This study aims to illustrate the existence of a lifestyle by drinking nestle pure life mineral water that is good for health and for a quality of brand awareness. Nestle pure life mineral water which is industrialized in Indonesia was established in 1985 with PT. Akasha Wira International Tbk. with the presence of mineral water in hygienic and instant packaging, it is easy to carry anywhere that is in great demand and is believed to have healthy water quality and feels light to drink. This study used quantitative methods with primary data collected by isendental sampling techniques or proposive sampling with the distribution of questionnaires through google forms and non-probability sampling population types that had more than 100 respondents who met the criteria. Has six hypotheses formulated one of them has one that is not significant and tested regression analysis which is processed using test instruments with the help of pls software that produces validity and reliability with decent results.

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1. Introduction

The nutritional needs of humans are very important to do, people need the intake of mineral water or drinking water is a liquid for growth every day as the main factor that is important for consumption. Especially with the presence of Covid-19 continues to increase in Bekasi regency, we must maintain immunity and immune health by increasing drinking mineral water. Before that, mineral water had not been widely traded because many thought it was an oddity of mineral water to be traded. Until over time the idea emerged to sell bottled mineral water as a basic need for every day because of its instant, hygienic and quality packaging. The activity is certainly behind consumers who are fixated on advertising media and promotion of Nestle Pure Life mineral water products in various mass media. Phenomena that occur for the moment this is one of them is changing consumer demands (Susanto & Aryani, n.d.). Many from various kinds of mineral water to brands have sprung up in Indonesia not only in Indonesia but all over the world. Mineral water was first coined in the 1910s by the population of the Dutch East Indies, including Indonesia, by Hendrik Freerk Tillema a Dutchman born in 1870. In Indonesia, there have been many brands and healthy mineral water products to be obtained, especially in Bekasi Regency. One of the companies that produce drinking water or mineral water is Nestle Pure Life, which was founded on PT Akasha Wira International Tbk, started to produce and distribute in 2004 in the Indonesian market to meet the needs of safe and healthy, and served more than 40 countries worldwide and became top 3 in 13 countries. Nestle Pure Life, New Global Nestle pure life has several variants of product sizes, some are large, medium and small. For now, mineral water has only produced three products. This bottled mineral water drink does not have a smell when consumed. The abundance of naturally bottled mineral water is not characterized by a concentration of ionic components the

strong. They classify bottled mineral drinking water as light or oligo-mineral water (Chau et al., 2019). The quality of the product that is felt to be owned by nestle pure life mineral water is light enough to be consumed to produce freshness for the body and also there is no addition to anything that contains acidity levels of mineral water has a high average ph. There was news about the unsafe consumption of bottled mineral water, because of the iron content in it because it causes growth that is not desired by ("Food and Drug Supervisory Agency - Republic of Indonesia," n.d.).

Repurchase Intention, which is based on a previous purchase experience. Repurchase reflects the high value of consumer satisfaction with the product to decide the interest in purchases made in (Bintarti & Kurniawan, 2017). Testing for the role of bottled mineral water product packaging shows that water bottles have a thickness considered better than mineral water bottles that have a thin role, this influences consumers to encourage repurchase intentions (Sari, 2020). Good environmental conditions, it will get opportunities and the occurrence of repurchase intentions is also higher. This can provide an understanding for a marketer about the stimuli that have been designed and therefore affect repurchase intent (Hidayah & Anik, 2018). The decision to accept or reject the product is made to the consumer to try the product then the consumer likes or not the product he chooses. Interest in purchasing products that have been purchased: products that are consumed and repurchase previous products because they have consumer attraction for repurchase intent, 2. Preferential interests: a person who has the main choice of the product he chooses, 3. Exploratory interests: Consumers who are looking for information that supports the characteristics of their chosen product positively in order to please other consumers. Repurchase intent or revisit is one of the main behavioral objectives of a marketing strategy. Repurchase intent ensures that if the customer has been willing to purchase or has utilized the products and services again (Singh & Alok, 2022). Repurchase intention includes the interest of the product he has purchased if the intention is to examine a plan, desire, or expectation of consumers to buy, then that is a concept for marketers and also a repurchase intention of willingness consumers to maintain a store or brand that will reflect its quality (Bintarti & Kurniawan, 2017).

Lifestyle is a lifestyle part of a person's secondary needs depending on following the current and subsequent times. 1. Activity: doing activities that state if moving and doing something on lifestyle, 2. Interest: interest or desire influences lifestyle when going to use services to buy products, if a company that can support the lifestyle of this consumer, 3. Opinion: in the form of support, praise or criticism interacting in the surrounding environment that influences a product or increases purchases or consumers to accept an opinion that has been justified. If what the company does to keep expectations is too high, then consumers will be disappointed. Conversely, and if the expectations offered to the company are too low, then consumers are not interested in products offered to consumers (Rian Fiona, n.d.). A lifestyle that offers according to individual needs for the first purchase is a product that is certainly satisfying will increase purchases to buy the same or different products from a different company later. According to theory (Fitriana & Cahyanti, 2022) there is a positive and significant effect of lifestyle on repurchasing intentions on internal products (Tae & Bessie, 2021).

Brand awareness is a consumer who can remember and recognize product brands in different conditions. Brand awareness is one of the two dimensions of model and brand knowledge in an associative network as the ability of consumers to be able to differentiate and recognize a brand in a variety of products. Brand awareness is how a consumer's ability to identify or remembering a brand in a certain category on the brand's products (Susanto & Aryani, n.d.). Embedded in the minds of consumers about the brand of a product, 2. Brands that are easy to remember, 3. Brands are easy to recognize. Brand image can be given over customers who make changes to the mindset in society. Brand image is defined as the perception that arises in the mind of customers when remembering a product from a particular product (Mappadeceng & Fhaikhoh, 2022). Society will influence the behavior of customers who make purchases. Customers will be more critical in choosing the product or brand they need, namely by choosing a very superior product (Sandy & Aquinia, 2022). Products that already have strong brand awareness will be increasingly difficult to imitate, will be different from products that are easily imitated by competitors or can influence perceptions and attitudes (Peter & Olson, 2000) in (Razak. et al., 2019).

Product quality according to Girsang et al. (2020) in (Werdiastuti & Agustiono, 2022) provides clues to the results studied. There is a positive effect on product quality with repurchase intentions. Nestle Pure Life drinking water illustrates how well a product is made and executed for consumers, meaning that it is enhanced, more profitable for consumers in terms of the quality they feel. Taste related to the existence of the product itself raises the quality of the taste it has towards repurchasing intentions. For example, taste quality has a positive impact on perceived value. However, in this study (Muhajir, 2021) showed that taste

quality has no positive or significant effect. Nestle Pure Life mineral water has three variants in bottles only 330ml, 600ml and 1500ml in small to large sizes. It has a fairly affordable price, the unit price is cheaper compared to other mineral water brands which are slightly different. Nestle Pure Life has modern packaging and technology that maintains the purity and clarity of its water. The quality of experience is a sense of satisfaction, pleasure and relief for the feelings of a person or consumer due to consuming the product he gets. Service quality and price encourage increased purchases, 2. Service quality encourages increased consumer repurchase interest, 3. Prices encourage increased consumer repurchase interest. Experience quality or customer satisfaction if excellent will lead to good reviews. Making innovations to products and building gradually to improve quality that is beneficial to customers or consumers. According to (Kwak et al., 2019) that the difference between expectations and performance is minimized by consumers so that the product remains consistent with good expectations and the product is good conditions (Gök et al., 2019).

2. Research Method

This research method uses quantitative methods. Quantitative method is a research method using data in the form of numbers and analysis of data collected using statistical formulas. The research method studied or used in data collection surveys uses secondary and primary data. Secondary data is obtained by indirectly obtaining data from the field. This data is obtained using research problems that are being studied, such as articles, websites, previous research. Based on the hypothesis above, that this theme is the quality of experience in moderating lifestyle, brand awareness and taste quality towards the repurchase intention of Nestle Pure Life bottled mineral water can be seen in the model as an example above and after that, the data collection method in this study uses several techniques used according to the type of data desired. Such as the distribution of questionnaires and the collection of theoretically relevant data. Population data of more than 100 respondents were then tried using data processing with pls software SEM Analysis 3.2.9. The process of selecting the right individuals, objects or events and representing the population (Prof. Drs. Imam Ghozali, M. Com, Ph.D, CA, 2016).

3. Results And Discussions

The data that has been collected, the next step is to test the feasibility of the data and then test the data analysis. Due diligence with measurement models (outer model) is a specification that connects indicators with latent variables. External relationship testing or also called outer model testing is carried out using convergent validity testing, discriminant validity testing, and reliability testing using Cronbach Alpha and Composite Reliability. It can be seen that there are 2 existing criteria that the measurement model used is convergent validity, which can be said to be good reliability, the value is more than 0.70, but if the outer loading value of 0.60 is considered sufficient (Imam Ghozali, 2021). to obtain data results after questionnaire dissemination or through secondary data (Likert scale), convergent validity and reliability that have been collected through data processing results from SmartPLS analysis are visible that have been produced by outer loading the following presentation in table form:

Convergent Validity Test Results

Table 1 Convergent validity test results X1

Variables With Indicators	Loading Factor	P-Value	Information
LS 1	0,921	0,000	Strong
LS 2	0,857		Strong
LS 3	0,842		Strong

Source: Data Processing Results, 2023

Lifestyle 1 has a loading factor of 0.921 and lifestyle 2 instrument items have a loading factor of 0.857, and lifestyle 3 instrument items have a loading factor of 0.842. This shows that after processing the data obtained for the strongest value of loading factors in lifestyle, the loading factors in lifestyle 1, lifestyle 2, and lifestyle 3 items all have a strong role.

Table 2. Convergent validity test results X2

Variables With Indicators	Loading Factor	P-Value	Information
BA 1	0,908	0,000	Strong
BA 2	0,909		Strong
BA 3	0,847		Strong

Source: Data Processing Results, 2023

Brand awareness 1 has a loading factor of 0.908, item 2 on brand awareness has a loading factor of 0.909 and brand awareness instrument item 3 has a loading factor of 0.847. This shows that the strongest factor loading values on brand awareness are item loading factors 1, 2, and 3.

Table 3. Convergent validity test results X3

Variables With Indicators	Loading Factor	P-Value	Information
TQ 1	0,874	0,000	Weak
TQ 2	0,892		Weak
TQ 3	0,891		Weak

Source: Data Processing Results, 2023

Taste quality 1 has a loading factor of 0.874, item 2 has a loading factor of 0.892, while item 3 has a loading factor of 0.891, this shows that the weak factor loading value on taste quality is in the instrument table item factor 1.

Table 4. Convergent validity test results Y

Variables With Indicators	Loading Factor	P-Value	Information
Y 1	0,870	0,000	Strong
Y 2	0,865		Strong
Y 3	0,917		Strong

Source: Data Processing Results, 2023

Repurchase intention 1 has a strong loading factor of 0.870, item 2 has a loading factor of 0.865 and the instrument loading factor 3 has a loading factor of 0.91. This has a loading factor that is generated strong enough so that it shows all of the items above for repurchase intention is strong.

Table 5. Convergent Validity Test Results Z

Variables With Indicators	Loading Factor	P-Value	Information
Z 1	0,896	0,166	Strong
Z2	0,876		Strong
Z 3	0,882		Strong

Source: Data Processing Results, 2023

Experience quality 1. Has a loading factor value of 0.896, experience quality item 2. Instrument item 2 has a loading factor of 0.876, whereas if the quality of experience 3 has a loading factor of 0.882. Almost everything on this role item has strong results.

Construct Reliability and Validity Test Results

Table 6. Construct reliability and validity test results

Variable	Cronbach's Alpha	Composite Reliability	N of Items
Lifestyle (X1)	0,844	0,845	3
Brand Awareness (X2)	0,867	0,877	3
Taste Quality (X3)	0,863	0,865	3
Repurchase Intentions (Y)	0,860	0,861	3
Experience Quality (Z)	0,861	0,861	3

Source: Data Processing Results, 2023

Based on Table 6 it shows that the Lifestyle variable (X1) has a Cronbach's Alpha value of 0.844 and a Composite Reliability value of 0.845, so it can be said that the questions used for the Lifestyle variable (X1) are stated to be reliable. The Brand Awareness variable (X2) has a Cronbach's Alpha value of 0.867, and a Composite Reliability value of 0.877, so that it can be said that the questions used for Brand Awareness (X2) are stated to be reliable. The Taste Quality variable (X3) has a Cronbach's Alpha value of 0.863 and a Composite Reliability value of 0.865, so it can be said that the questions used for Taste Quality (X3) are

stated to be reliable. The Repurchase Intention variable (Y) has a Cronbach's Alpha value of 0.860 and a Composite Reliability value of 0.861, so it can be said that the questions used for the Repurchase Intention variable (Y) are declared reliable. The Experience Quality variable (Z) has a Cronbach's Alpha value of 0.861 and a Composite Reliability value of 0.861, so that it can be said that the questions used for the Experience Quality variable (Z) are stated to be reliable.

Data Analysis Test (Inner Models)

Research that conducts goodness-of-fit tests on statistical models to see how well the model is built using a set of observations. The Goodness of fit (GOF) test produces an Average block VIF value. The results of the Goodness of Fit model test show the results in this study are as shown in table 7 as follows:

Table 7. The results of the goodness of fit test of the research model

No.	Model fit and quality indices	Fit Criteria	Results	Information
1	Average Path Coefficient (APC)	$P < 0,05$	0,679 $P < 0,001$	Good
2	Average R-Square (ARS)	$P < 0,05$	0,693 $P < 0,001$	Good
3	Average adjusted R-Square (AARS)	$P < 0,05$	0,674 $P < 0,001$	Good
4	Average blok VIF (AVIF)	acceptable ≤ 5 ; appropriate $= 3,3$	2,891	In Accordance

Source: Data Processing Instrument Test Results, 2023

Table 7 shows that in this study the P-Value of APC and ARS was <0.001 , the independent variables used for this study were good and were appropriate for predicting the dependent variable of the study. At the acquisition of an average R-square value of 0.693 it can be said that the independent variable used has represented the dependent variable as a predictor, while for the rest of the other variables outside the study. (AVIF Value) smaller than other variables (2.891). Based on the results of the goodness of fit test, it is known that the model was built to carry out hypothesis testing.

Table 8. Test the path coefficient hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
(X1)*(Z) → Repurchase Intention (Y)	-0.092	-0.086	0.112	0.826	0.409
(X2)*(Z) → Repurchase Intention (Y)	0.044	0.061	0.095	0.465	0.642
(X3)*(Z) → Repurchase Intention (Y)	0.025	0.030	0.100	0.246	0.806
(X1) → (Y)	0.670	0.665	0.088	7.623	0.000
(X2) → (Y)	0.035	0.045	0.123	0.285	0.776
(Z) → (Y)	0.193	0.186	0.118	1.632	0.103
(X3) → (Y)	-0.001	-0.007	0.131	0.009	0.993

Source: Data Processing Instrument Test Results, 2023

Hypothesis Testing Results

Part of chapter III has stated that in this study there are 6 research hypotheses. Based on the results of the analysis of the path coefficient and p-value can be obtained for the results of testing the hypothesis described as follows: The hypothesis in this scientific paper with the theme of revisit: brand awareness lifestyle and taste quality with moderation of experience quality in Nestle Pure Life mineral water products, as follows: Hypothesis 1 test results: based on the results of the analysis of the influence of the Lifestyle variable (X1) on Repurchase Intention (Y) it is shown that the coefficient is 0.067 (67%) with a p-value <0.000 . The acquisition of the coefficient value indicates that there is a significant influence of lifestyle (X1) on repurchase intention (Y). This reason corresponds to the opinion of the lifestyle respondent "the reason I

buy and drink Nestle Pure Life mineral water is because the water is very high quality and clear". This test is in accordance with the theoretical study according to (Wingsati, 2017).

Results of Hypothesis Test 2: based on the results of the analysis of the influence of Brand Awareness variable (X2) on Repurchase Intention (Y). indicated by the gain of 0.035% (35%) with a p-value <0.000. The score on the coefficient indicates that there is a significant or positive influence from brand awareness (X2) on repurchase intention. This reason adjusts the respondent's opinion "a little to be traded, goods are rarely found in the nearest shop but I like Nestle mineral water" Denini's linear research is in accordance with linear research with the results found (Peter & Olson, 2000). Which resulted in no significant brand awareness of repurchase intention (Y).

Hypothesis 3 test results: based on the results of the analysis of the influence of the Taste Quality variable (X3) on Repurchase Intention (Y) shows a coefficient of -0.001 (-0.1%) with a p-value <0.000. Acquisition of value indicates that there is an attitude of negative influence from the perceived quality of adjusting the taste quality variable (X3) on Repurchase Intention (Y). The reason for testing this taste quality is to adjust the respondent's opinion "I like Nestle Pure Life mineral water with a mild pH in this mineral water, it doesn't have an odor when you drink it but I already have water that I like but not with Nestle Pure Life" (Girsang, 2020) in (Kusumawati & Rahayu, 2020)

Hypothesis 4 results: based on the results of the analysis Quality of Experience (Z) has an effect on moderating Lifestyle (X1) on Repurchase Intention (Y). This is indicated by the acquisition of a very strong coefficient value of 0.092 (92%) with a p-value <0.000. The acquisition of the coefficient value indicates that there is a significant influence of the quality of experience in moderating brand awareness (X2) on repurchase intention (Y). The reason for testing the quality of taste is to adjust the respondent's opinion "the first time I tried Nestle Pure Life products it was really good to drink, it tasted good and fresh to drink". (Girsang, 2020).

Results of Hypothesis 5: based on the results of the analysis Quality of Experience (Z) has an effect on moderating brand awareness (X2) on repurchase intention (Y). This is indicated by the acquisition of a coefficient value of 0.044 (44%) with a p-value <0.000. Acquisition of value is indicated by the significant influence of brand awareness (X2) on repurchase intention (Y).

Hypothesis results: based on the results of the analysis of the effect of taste quality (X3) on repurchase intention (Y). This is indicated by the acquisition of a coefficient value of 0.025 (25%) with a p-value <0.000. Determination of customer satisfaction or experience quality and brand awareness on repurchase or revisit intentions greatly influences a moderated positive significant value, where the determination of this hypothesis is supported by several experts as follows: Ersoy, and G. Boruhan) "The effect of user manual quality on customer satisfaction: a mediating effect of consumer perceived product quality" When assessing quality, consumers evaluate all product characteristics that are important to their satisfaction. Considering the modeling approach of previous studies, perceived product quality and customer satisfaction are investigated in relation to price, brand quality and perceived value in related literature (Gök et al., 2019).

Findings on the Research Model and Discussions

Based on the findings from the results of the research, it produces an analysis of the path coefficient and the p-value of the research model as follows:

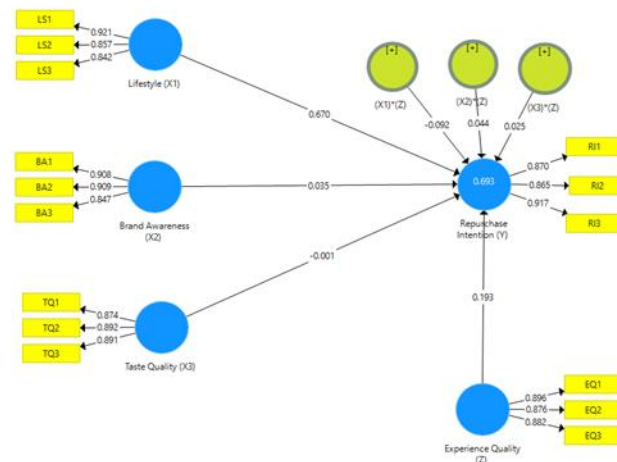


Figure 1. Hypothesis test results

Based on the results of the hypothesis test and discussions, namely lifestyle (X1) on repurchase intention (Y) has a result of 0.067 (67%) (H1), this shows that lifestyle of Nestle Pure Life mineral water products has a large positive role on repurchase intention. with lifestyle reasons for repurchasing intention of Nestle Pure Life products, namely the high level of product support or interaction that affects the income of consumers in the surrounding environment. Brand awareness (X2) on repurchase intention (Y) has a result of 0.035 (35%), this shows that brand awareness has a weak positive role on repurchase intention on nestle pure life mineral water products, because brand awareness has a lack of increase over the emergence a brand and packaging marketed by nestle pure life mineral water products. Taste quality (X3) on repurchase intention (Y) has a result of -0.001 (-0.1%) (H3) this shows that taste quality has a negative role on repurchase intention. The negative is that the taste quality value of Nestle Pure Life mineral water products has a very weak taste for the quality felt by consumers of Nestle Pure Life mineral water. So that in (H1) and (H2) there is a variable that is accepted while in (H3) it shows that it is rejected. The results of the hypothesis test for the quality of experience (Z) on lifestyle (X1) have a result of 0.092 (92%) (H4). This shows that the lifestyle variable, which is moderated by the quality of experience, has a very strong positive effect on repurchase intention. The strong role of this moderation is because it is able to improve a quality lifestyle and is able to increase one's interest in self-confidence to carry out a healthy lifestyle. Experience quality (Z) on brand awareness has 0.044 (44%) so that this hypothesis can be accepted. (H5) and the quality of experience (Z) on taste quality (X3) has a result of 0.025 (25%), the three hypotheses in moderating are accepted or have a significant effect in this study.

4. Conclusion

Based on the results of the research conclusions, it can be concluded that: 1) Consumer lifestyles have a healthy lifestyle so that in order to maintain and fulfill the health of consumers, they have repurchase intentions, life patterns are part of a person's secondary needs depending on the era that exists in the present. The purchase of mineral water offers a good and healthy product readjusting to the product he chooses. 2). Brand awareness felt by consumers can motivate consumers to revisit or repurchase intention to return to Nestle Pure Life mineral water, and brand awareness is one of the abilities of consumers to distinguish and recognize a brand in diverse products. This can be further enhanced in the promotion of extensive brand advertising. 3). The perceived quality value of consumers' intention to repurchase Nestle Pure Life mineral water does not encourage them to repurchase. So that consumers prioritize quality if there are products that affect the level of consumer satisfaction in Nestle Pure Life mineral water, so the quality of taste gives a clue that there is no significance to the perceived value of Nestle Pure Life mineral water because it describes how well the product is done and run for consumers, then what is improved is more favorable to consumers for quality than taste. 4). The quality of experience felt by consumers can facilitate a person's lifestyle so that consumers repurchase Nestle Pure Life mineral water products, lifestyle on taste to improve and identify target consumers according to consumer needs and wants. 5). Brand awareness will have an effect when the

quality of the perceived experience such as making a transaction produces positive results so that consumers will make repeat purchases, so when all the characteristics of product awareness on the brand are important to their satisfaction. The brand under investigation and its relation to the existence of good brand quality, of course, the brand will be better too. 6). The taste quality felt by consumers, such as consuming Nestle Pure Life mineral water, strengthens the quality of the consumer experience, so that it has an impact on consumer intentions to repurchase Nestle Pure Life mineral water and product on taste is very important to their satisfaction.

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