

The Influence of Electronic Word of Mouth, Green Brand Image, and Product Quality on Repurchase Intention of AQUA Products

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ABSTRACT

An empirical evaluation was conducted to assess how *Electronic Word of Mouth* (E-WOM), green brand image, and product quality determine consumer repurchase intention toward AQUA products. Utilizing a quantitative causal design, primary data were gathered via questionnaires administered to 126 AQUA consumers in DKI Jakarta, selected through purposive sampling criteria. Structural equation modeling via partial least squares (PLS-SEM) using SmartPLS 4 was employed to process the empirical dataset. The statistical results reveal that E-WOM and product quality positively and significantly impact repurchase intention, whereas green brand image yields a positive but non-significant effect. Ultimately, these outcomes demonstrate that digital consumer interactions and tangible product quality evaluations act as the dominant drivers in shaping repeat purchase decisions for AQUA products.

INTRODUCTION

Indonesia's bottled drinking water (BDW) industry has continued to expand, driven by growing public awareness of health and the increasing need for drinking water that is both safe and convenient. Data from Statistics Indonesia (BPS) indicate a continuous increase in bottled drinking water consumption, reflecting the expansion of the industry as well as intensifying market competition. As consumers are offered a wider range of product alternatives, companies are required to maintain not only product quality but also a strong brand image and effective communication strategies to sustain consumers' repurchase intention.

AQUA maintains its dominant stance in the Indonesian bottled drinking water sector. Goodstats (2022) highlights that the brand captured 74.9% of consumer preference, significantly outperforming rival products. However, despite this strong market hold, AQUA recorded a downward trajectory in its Top Brand Index metrics from 2021 through 2024. This reduction was notably pronounced in the Future Intention dimension, an indicator measuring repeat purchase propensity. Such a shift suggests that high market share does not automatically secure sustained consumer buying commitment, highlighting repurchase intention as a critical strategic concern for the firm.

The proliferation of digital communication platforms has amplified the influence of Electronic Word of Mouth (E-WOM) on consumer decision-making. Online reviews, peer recommendations, and shared consumer experiences currently serve as critical information channels that individuals evaluate prior to completing a purchase. Concurrently, heightened environmental consciousness has prompted organizations to integrate sustainable practices into their core operations. AQUA has addressed this shift by implementing eco-friendly initiatives, such as reusable packaging innovations and the #BijakBerplastik campaign, aimed at bolstering its Green Brand Image. Furthermore, preserving consistent Product Quality continues to be vital, as consumers exhibit a higher propensity for repeat purchases when products reliably fulfill expectations regarding safety, performance, and overall excellence.

Prior literature broadly demonstrates that Electronic Word of Mouth, Green Brand Image, and Product Quality exert a positive influence on Repurchase Intention. Nevertheless, empirical findings yield mixed results, particularly regarding the specific link between a firm's Green Brand Image and consumer willingness to repeat purchases. These inconsistencies suggest that consumers may prioritize functional product attributes over environmental perceptions when deciding to repurchase a product. Therefore, further investigation is needed to clarify the relationships among these variables in the Indonesian context bottled drinking water industry.

By applying Structural Equation Modeling based on Partial Least Squares (PLS-SEM), this research broadens the body of knowledge on marketing and consumer behavior by examining how *Electronic Word of Mouth*, *Green Brand Image*, and *Product Quality* drive customer *Repurchase Intention* for AQUA in DKI Jakarta. The empirical findings provide key insights into consumer repeat purchase dynamics within the bottled water sector, supplying actionable

guidelines for firms to craft digital promotion, environmental sustainability, and quality assurance strategies that effectively maximize repeat buying.

LITERATURE REVIEW

Theory of Planned Behaviour (TPB)

As conceptualized in the *Theory of Planned Behavior (TPB)* by Delistavrou (2022), behavioral intent is fundamentally driven by three core antecedents: attitude toward the behavior, subjective norms, and perceived behavioral control. Within the context of consumer decision-making, this framework posits that *Repurchase Intention* stems from personal product evaluations, external social pressures, and the individual's perceived ease or difficulty in executing the purchase. Consequently, *TPB* serves as a robust theoretical anchor for explaining the psychological mechanisms that govern customer repeat buying decisions.

Theory of Continuance Intention (TCI)

The Theory of Continuance Intention (TCI), developed by Bhattacharjee (2001), explains consumers' intention to continue using or repurchasing a product after their initial experience. Within this theoretical framework, continuance intention is shaped by consumers' evaluation of their previous consumption experience and the perceived benefits received. In this study, TCI serves as the supporting theory to explain consumers' Repurchase Intention toward AQUA products after considering information, environmental perceptions, and product quality.

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) denotes any online communication, whether favorable or critical, shared by consumers regarding specific products or services. Departing from conventional face-to-face word of mouth, digital communication operates at a far broader scale, thereby serving as a critical determinant in guiding buyer choices. Furthermore, constructive online testimonials and peer endorsements mitigate perceived risk and strengthen buyer confidence prior to transaction completion.

Prior empirical studies consistently substantiate a favorable association between *E-WOM* and *Repurchase Intention*. Specifically, research by Aprilia & Evangalista (2024) indicates that online recommendations positively and significantly drive repeat buying decisions, with *Customer Trust* acting as a mediating mechanism. In alignment with these insights, Puteri et al. (2025), Rohim et al. (2025), Surya & Setiawan (2024), and Fazira & Komaryatin (2025) confirm that exposure to credible, high-value digital content motivates customers to make secondary purchases. These combined observations demonstrate that consumer inclination toward repeat purchasing increases significantly when supported by trustworthy and positive peer evaluations.

H1: Electronic Word of Mouth exerts a positive and statistically significant impact on Repurchase Intention.

Green Brand Image

Green Brand Image reflects consumer perceptions regarding a brand's commitment to ecological sustainability. A favorable eco-friendly image

demonstrates environmentally conscious corporate operations, thereby fortifying consumer trust toward the brand.

Existing empirical literature presents mixed findings concerning how *Green Brand Image* Impacts *Repurchase Intention*. Evidence provided by Pramesthi & Bernarto (2024) alongside Aisyah & Shihab (2023) demonstrates that *Green Brand Image* yields a positive and significant direct effect on *Green Repurchase Intention*. On the other hand, Mitariani et al. (2022) observe no direct relationship, asserting that its influence operates indirectly via *Green Trust*. Supporting this divergence, Prabowo & Sigit (2023) conclude that an eco-friendly brand identity cannot independently drive buyer intent without complementary factors. These empirical contradictions highlight a distinct theoretical gap, necessitating further empirical examination.

H2: *Green Brand Image* exerts a positive and statistically significant impact on *Repurchase Intention*.

Product Quality

Product Quality reflects the degree to which an offering satisfies buyer requirements through performance excellence, operational reliability, product longevity, and adherence to consumer standards. Within the bottled drinking water sector, quality parameters center upon product safety, water purity, hygienic packaging, and manufacturing consistency.

Prior research largely confirms a favorable relationship between *Product Quality* and *Repurchase Intention*. Empirical findings from Pratama & Yulianthini (2022), Ellitan & Suhartatik (2023), Siregar et al. (2023), Mahardika et al. (2025), alongshide Marto & Sukaatmadja (2024) establish that superior, consistent performance elevates consumer inclination toward repeat purchases. In contrast, Laia & Handini (2022) observe no direct relationship, finding that *Product Quality* drives repeat buying indirectly via *Customer Satisfaction*. These collective empirical observations confirm that product performance serves as a foundational determinant governing repeat purchase behavior.

H3: *Product Quality* exerts a positive and statistically significant impact on *Repurchase Intention*.

Repurchase Intention

Repurchase Intention defines an individual's behavioral willingness to acquire the same product across subsequent transactions following prior usage experiences. Grounded in the *Theory of Continuance Intention*, buyers maintain ongoing purchasing patterns when past consumption yields perceived value and post-purchase satisfaction. Within the analytical framework of this research, *Repurchase Intention* acts as the primary endogenous construct determined by the combined impacts of *Electronic Word of Mouth*, *Green Brand Image*, and *Product Quality*.

Conceptual Framework

Synthesizing the underlying theoretical foundations and empirical evidence from prior studies, this investigation posits that *Electronic Word of Mouth* (E-WOM), *Green Brand Image*, and *Product Quality* exert positive influences on *Repurchase Intention*. The structural linkages within the proposed conceptual framework are depicted in Figure 1.

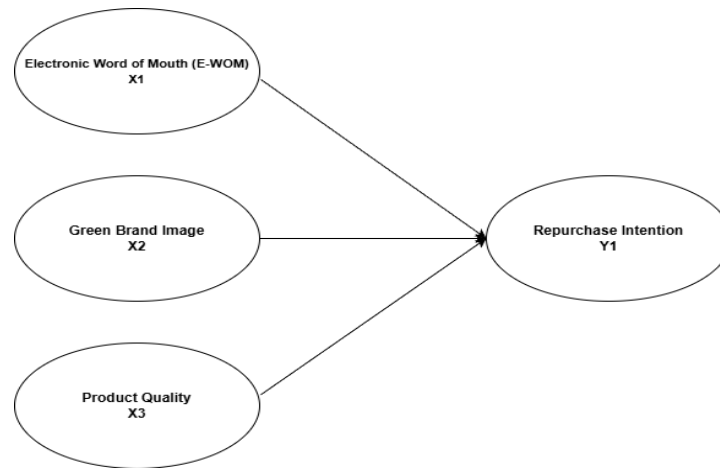


Figure 1. Conceptual Framework

METHODOLOGY

A quantitative framework incorporating a causal research design was implemented to examine how *Electronic Word of Mouth (E-WOM)*, *Green Brand Image*, and *Product Quality* influence consumer *Repurchase Intention* regarding AQUA products. The target population comprised consumers of AQUA bottled drinking water residing in DKI Jakarta who had prior purchase experience. Participants were selected via non-probability sampling utilizing a purposive sampling technique, guided by three specific inclusion criteria: residency in DKI Jakarta, past purchasing experience with AQUA bottled drinking water, and an expressed intent to repurchase AQUA products. Ultimately, 126 valid completed questionnaires were secured and subjected to empirical analysis.

Primary data were gathered using an online questionnaire distributed via Google Forms. The survey instrument comprised 18 measurement items modified from validated scales in prior literature, with responses evaluated using a seven-point Likert scale spanning from 1 (strongly disagree) to 7 (strongly agree). The operational parameters for each construct analyzed in this investigation are detailed in Table 1.

Table 1. Research Variables and Measurement

Variable	Indicators	Scale
Electronic Word of Mouth Aprilia & Evangelista (2024)	Positive online reviews; Impression of information on social media; Positive consumer opinions on social media	Ordinal
Green Brand Image Darlius & Keni (2021)	Environmental commitment; Environmental reputation; Environmental performance; Environmental recognition; Fulfillment of environmental promises	Ordinal
Product Quality Mahardika et al. (2025)	Performance; Features; Conformance to specifications; Durability; Aesthetics; Perceived quality	Ordinal
Repurchase Intention	Transactional intention; Referential intention; Preferential intention; Exploratory intention	Ordinal

Mahardika et al. (2025)		
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Data processing was executed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4 software. The analytical framework followed a two-phase evaluation procedure. In the first phase, the measurement model (*outer model*) was evaluated by assessing indicator reliability, convergent validity through outer loadings and Average Variance Extracted (AVE), discriminant validity via the Fornell-Larcker criterion and Heterotrait-Monotrait ratio (HTMT), as well as internal consistency utilizing Cronbach's alpha and composite reliability (CR). The second phase involved evaluating the structural model (*inner model*) by analyzing the coefficient of determination (R^2), path coefficients, bootstrapping procedures for hypothesis testing, and overall goodness of fit using the Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI). Hypotheses were deemed statistically supported if the path coefficient was positive, the t -statistic exceeded 1.645, and the p -value remained below 0.05.

RESEARCH RESULT

Respondent Characteristics

Table 2. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	45	35,70%
	Female	81	64,30%
Age	< 17 years	4	3,20%
	17-25 years	89	70,60%
	26-34 years	22	17,50%
	35-44 years	5	4,00%
	45-54 years	4	3,20%
	> 55 years	2	1,60%
Occupation	Private Employee	36	28,60%
	Civil Servant	11	8,70%
	Student	69	54,80%
	Entrepreneur	6	4,80%
	Housewife	3	2,40%
	Unemployed	1	0,80%
Monthly Income	< IDR 2,000,000	44	34,90%
	IDR 2,000,000-3,999,999	35	27,80%
	IDR 4,000,000-5,999,999	21	16,70%
	IDR 6,000,000-9,999,999	17	13,50%
	> IDR 10,000,000	9	7,10%
Residence (DKI Jakarta)	Central Jakarta	20	15,90%
	West Jakarta	63	50,00%
	North Jakarta	10	7,90%

	South Jakarta	25	19,80%
	East Jakarta	8	6,30%

Source: Primary data processed by the author (2025)

The respondent characteristics indicate that females constituted the largest proportion of the sample at 64.3%, whereas males accounted for 35.7%. In terms of age, respondents aged 17–25 years represented the dominant group, comprising 70.6% of the total sample. Students made up 54.8% of the respondents, while the largest income category consisted of participants with a monthly income below IDR 2,000,000, representing 34.9% of the sample. In terms of residence, respondents were predominantly from West Jakarta (50.0%), followed by South Jakarta (19.8%), Central Jakarta (15.9%), North Jakarta (7.9%), and East Jakarta (6.3%).

Measurement Model Assessment (Outer Model)

Evaluation of the measurement model encompassed four primary dimensions: indicator reliability, convergent validity, discriminant validity, and internal consistency. Assessing the *outer loading* coefficients allowed for the verification of indicator reliability, while the *Average Variance Extracted* (AVE) served as the benchmark for establishing convergent validity. To confirm discriminant validity, two distinct analytical approaches were applied, namely the *Fornell-Larcker Criterion* alongside the *Heterotrait-Monotrait Ratio* (HTMT). Furthermore, the evaluation of instrument internal consistency was conducted through the simultaneous computation of *Cronbach's Alpha* and *Composite Reliability*.

Table 3. Outer Loading

Variable	Indicator	Outer Loading	Result
Electronic Word Of Mouth (E-WOM) (X1)	EWOM 1	0,799	Valid
	EWOM 2	0,806	Valid
	EWOM 3	0,817	Valid
	EWOM 4	0,774	Valid
	EWOM 5	0,788	Valid
Green Brand Image (X2)	GBI 1	0,711	Valid
	GBI 2	0,862	Valid
	GBI 3	0,657	Valid
	GBI 4	0,810	Valid
Product Quality (X3)	PQ 1	0,761	Valid
	PQ 2	0,777	Valid
	PQ 3	0,797	Valid
	PQ 4	0,820	Valid
	PQ 5	0,701	Valid
Repurchase Intention (Y)	RI 1	0,806	Valid
	RI 2	0,878	Valid

	RI 3	0,845	Valid
	RI 4	0,835	Valid

Source: Output SmartPLS 4.

An acceptable level of indicator reliability was demonstrated through the analytical findings, wherein the *outer loading* value of every measurement indicator surpassed the 0.60 threshold. Accordingly, all indicators were considered adequate and retained for subsequent analysis.

Table 4. Convergent Validity (Average Variance Extracted)

Variable	AVE	Result
Electronic Word Of Mouth (E-WOM) (X1)	0,635	Valid
Green Brand Image (X2)	0,584	Valid
Product Quality (X3)	0,596	Valid
Repurchase Intention (Y)	0,708	Valid

Source: Output SmartPLS 4.

Establishing convergent validity for all constructs was confirmed as every *Average Variance Extracted* (AVE) value exceeded the established 0.50 cutoff point. This outcome substantiates that more than 50% of the variance across the respective indicators is accounted for by each individual latent variable.

Table 5. Discriminant Validity (Fornell-Larcker Criterion)

Variable	Electronic Word of Mouth (E-WOM)	Green Brand Image	Product Quality	Repurchase Intention
Electronic Word of Mouth (E-WOM)	0,797			
Green Brand Image	0,504	0,764		
Product Quality	0,639	0,563	0,772	
Repurchase Intention	0,675	0,477	0,665	0,841

Source: Output SmartPLS 4.

Discriminant validity within the measurement model was successfully established, as evidenced by the *Fornell-Larcker* evaluation. The empirical results confirm that for every latent construct, the calculated square root of the *Average Variance Extracted* (AVE) yielded a higher magnitude than any inter-construct correlation coefficients.

Table 6. Discriminant Validity (HTMT)

Variable	Electronic Word Of Mouth (E-WOM)	Green Brand Image	Product Quality	Repurchase Intention
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Electronic Word Of Mouth (E-WOM)				
Green Brand Image	0,590			
Product Quality	0,747	0,665		
Repurchase Intention	0,775	0,553	0,774	

Source: Output SmartPLS 4.

Sufficient empirical distinction among all construct pairs was confirmed through the *Heterotrait-Monotrait Ratio* (HTMT) evaluation, wherein every observed value strictly remained under the 0.90 ceiling. Consequently, these numerical results substantiate the achievement of discriminant validity across the measurement framework.

Table 7. Reliability Test

Variabel	Cronbach's Alpha	Composite Realibility	Keterangan
Electronic Word Of Mouth (E-WOM) (X1)	0,856	0,858	Reliabel
Green Brand Image (X2)	0,768	0,818	Reliabel
Product Quality (X3)	0,831	0,845	Reliabel
Repurchase Intention (Y)	0,862	0,868	Reliabel

Source: Output SmartPLS 4.

Satisfactory internal consistency across all measurement instruments was confirmed through the empirical test results, as every construct yielded *Cronbach's Alpha* and *Composite Reliability* scores surpassing the 0.70 benchmark. These statistical outcomes affirm that the full set of latent variables possesses strong reliability parameters.

Structural Model Assessment (Inner Model)

Examining the structural model enabled the determination of its overall predictive capability while simultaneously testing the structural relationships among latent constructs. This analytical procedure incorporated the assessment of the coefficient of determination (*R-squared*), effect size (*f-squared*), predictive relevance (*Q-squared*), alongside the comprehensive evaluation of model fit.

Table 8. Coefficient of Determination (R²)

Variabel Dependent	R-Square
RI	0,551

Source: Output SmartPLS 4.

A total variance of 55.1% in *Repurchase Intention* was explained by the combined influence of *Electronic Word of Mouth* (E-WOM), *Green Brand Image*, and

Product Quality, as indicated by the *R-squared* value of 0.551. Meanwhile, unmodeled external factors accounted for the remaining 44.9% proportion of the variance.

Table 9. Effect Size (f^2)

Hubungan Antar Variabel	F-Square
EWOM -> RI	0,205
GBI -> RI	0,006
PQ -> RI	0,156

Source: Output SmartPLS 4.

The effect size analysis shows Electronic Word of Mouth ($f^2 = 0.205$) and Product Quality ($f^2 = 0.156$) have medium effects on Repurchase Intention. In contrast, Green Brand Image has a negligible effect ($f^2 = 0.006$), indicating that its contribution to explaining Repurchase Intention is relatively small.

Table 10. Predictive Relevance (Q^2)

	Q2 Predict
Repurchase Intention (Y)	0,512

Source: Output SmartPLS 4.

Adequate predictive relevance of the structural model was demonstrated, as the *Q-squared* score of 0.512 successfully exceeded the zero threshold. This empirical result confirms the framework's capacity to estimate the target endogenous construct effectively.

Table 11. Model Fit

Fit Model Parameter	Saturated model	Estimated model
SRMR	0,081	0,081
NFI	0,752	0,752

Source: Output SmartPLS 4.

An acceptable degree of overall model fit was established, as the *Standardized Root Mean Square Residual* (SRMR) coefficient reached 0.081, thereby remaining strictly within the recommended upper limit of 0.10. Additionally, a moderate level of fit was indicated by the *Normed Fit Index* (NFI) calculation of 0.752. Collective interpretation of these statistical metrics confirms that the structural model achieves satisfactory *goodness-of-fit*, providing a sound foundation for subsequent hypothesis testing.

Hypothesis Testing

Testing the structural hypotheses was performed using the *bootstrapping* algorithm within the *SmartPLS 4* software environment to evaluate the statistical significance of direct paths linking exogenous and endogenous variables. Utilizing a 5% significance benchmark, empirical support for a path required the simultaneous fulfillment of three criteria: a positive direction in the *path coefficient* (β), a *t*-statistic exceeding 1.645, and a *p*-value lower than 0.05.

Table 12. Hypothesis Testing Results

Hipotesys	Relationship	Beta (β) Value	T Statistic	P Values	Decision
H1	EWOM -> RI	0,405	4,703	0,000	Supported
H2	GBI -> RI	0,065	0,730	0,233	Not Supported
H3	PQ -> RI	0,370	3,980	0,000	Supported

Source: Output SmartPLS 4.

Empirical support for H1 was established as the hypothesis testing demonstrated a positive and statistically significant impact of *Electronic Word of Mouth* on *Repurchase Intention*, evidenced by a *path coefficient* (β) of 0.405, a *t*-statistic of 4.703, and a *p*-value below 0.001. This outcome confirms that consumers' intent to repurchase AQUA products is enhanced when exposed to favorable online information and peer reviews.

A positive association was observed between *Green Brand Image* and *Repurchase Intention*, yet this relationship failed to achieve statistical significance ($\beta = 0.065$; $t = 0.730$; $p = 0.233$). Consequently, H2 was rejected, revealing that consumer perceptions regarding the eco-friendly image of AQUA do not independently exert a direct effect on repurchase decisions.

A statistically significant and positive effect of *Product Quality* on *Repurchase Intention* was demonstrated by the empirical findings ($\beta = 0.370$; $t = 3.980$; $p < 0.001$), thereby supporting H3. This statistical outcome reveals that higher levels of product quality directly drive an increased intention among consumers to repurchase AQUA products.

DISCUSSION

A positive and statistically significant influence of *Electronic Word of Mouth* (E-WOM) on *Repurchase Intention* was demonstrated by the empirical findings of this study. This outcome reveals that consumer intent to perform repeat purchases of AQUA products escalates when exposed to favorable online evaluations, credible digital content, and positive social recommendations. Uncertainty surrounding product performance is minimized through positive *electronic word of mouth*, thereby reinforcing consumer conviction during re-buying decision processes. Theoretically, these observations align with the *Theory of Planned Behavior* (TPB), which asserts that information streams and belief structures generated within an individual's social context directly shape behavioral intentions. Furthermore, these results corroborate prior empirical evidence documented by Aprilia & Evangelista (2024), Rohim et al. (2025), Surya & Setiawan (2024), Puteri et al. (2025), and Fazira & Komaryatin (2025) who collectively confirmed the positive impact of *Electronic Word of Mouth* on driving consumer repurchase intention.

A positive yet statistically insignificant effect of *Green Brand Image* on *Repurchase Intention* was further revealed by the empirical results. This finding suggests that although AQUA is perceived by consumers as an environmentally

committed entity, such eco-friendly brand perceptions alone do not directly spur repeat purchase decisions. When evaluating the repurchase of bottled drinking water, consumers appear to prioritize functional considerations, such as product quality, retail availability, or peer recommendations. These results corroborate the empirical findings documented by Mitriani et al. (2022) and Prabowo & Sigit (2023), who demonstrated that *Green Brand Image* fails to exert a direct impact on repurchase intention, operating instead through indirect pathways such as *green trust* or *environmental awareness*. Consequently, cultivating a favorable environmental image independently does not suffice to elevate consumer repurchase intentions.

Furthermore, the results demonstrate that Product Quality positively and significantly influences Repurchase Intention. This finding indicates that consumers tend to repurchase AQUA products when they perceive the products to have consistent quality, reliable performance, durability, and the ability to meet their expectations. Product quality remains one of the primary considerations in consumers' purchasing decisions because it reflects the value and satisfaction obtained from previous consumption experiences. This result is in accordance with the Theory of Continuance Intention (TCI), which explains that consumers tend to continue using or repurchasing a product when their previous experiences meet or exceed their expectations. This result also aligns with findings from previous research conducted by Pratama & Yulianthini (2022), Ellitan & Suhartatik (2023), Siregar et al. (2023), Mahardika et al. (2025), and Marto & Sukaatmadja (2024), which consistently found that Product Quality has a positive and significant effect on Repurchase Intention.

CONCLUSIONS AND RECOMMENDATIONS

Intent to repurchase AQUA packaged drinking water among consumers in DKI Jakarta was revealed to be driven predominantly by *Electronic Word of Mouth* (E-WOM) and product quality, both of which exhibited a statistically significant positive impact. Conversely, although green brand image demonstrated a positive direction, its contribution failed to reach statistical significance. Consequently, these findings underline that repeated purchasing behavior relies more heavily on consistent product standards and favorable online word-of-mouth rather than solely on eco-friendly brand perception.

From a managerial standpoint, fostering positive *Electronic Word of Mouth* (E-WOM) requires AQUA to sustain proactive digital engagement and establish responsive mechanisms for consumer feedback. Concurrently, strict adherence to product quality standards must be preserved to solidify consumer trust and stimulate repeat sales. Although green brand image currently yields no direct statistical significance, corporate sustainability initiatives should still be actively executed and communicated to build long-term brand equity and strategically reinforce future consumer decision-making.

ADVANCED RESEARCH

Several constraints inherent to this investigation warrant explicit acknowledgment. Primarily, spatial boundary conditions restricted the sampling frame strictly to AQUA consumers within DKI Jakarta, thereby circumscribing

the regional generalizability of the empirical outcomes across diverse Indonesian demographics. Furthermore, the model architecture incorporated three explanatory variables (*Electronic Word of Mouth [E-WOM]*, green brand image, and product quality) which accounted for a coefficient of determination (R^2) of 55.1% relative to repurchase intention. To enhance overall predictive strength, subsequent research should integrate supplementary construct dimensions, such as brand trust, customer satisfaction, price perception, and perceived value. Expanding the analytical framework toward alternative fast-moving consumer goods (FMCG) sectors, alongside broadening the geographical coverage, would substantially reinforce empirical robust testing and cross-population validity.

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