The Role of E-Wom, Brand Image, Brand Experience, and Brand Trust in Shaping Repurchase Intention on Healthy Instant Noodle Products

Amanda Safira Puteri[1], Usep Suhud[2], Nofriska Krissanya[3]
[1,2,3] Universitas Negeri Jakarta, Indonesia

ABSTRACT

This study aims to determine the effect of electronic word of mouth, brand image¸ brand experience, and brand trust on repurchase intention on healthy instant noodle products. The research method used in this research is quantitative method by distributing questionnaires. Sampling using purposive sampling technique by obtaining 341 respondents as samples. The population in this study are consumers of healthy instant noodle products who live in the DKI Jakarta area and have consumed at least one healthy instant noodle product in the last six months. This research was processed using SPSS version 26.0 software and SEM (Structural Equation Model) through AMOS to analyze and generate data from this study. The results of this study indicate that: First, electronic word of mouth, brand image¸ brand experience have a positive and significant influence on brand trust. Second, electronic word of mouth, brand image¸ brand experience, and brand trust have a positive and significant influence on repurchase intention.

INTRODUCTION

The Covid-19 pandemic, which began in 2020, has had significant impacts on people's lives, both in terms of health and social aspects. According to data from BBC News Indonesia (2020), the number of confirmed Covid-19 cases in Indonesia has surpassed five hundred thousand since the first case was identified. Although the pandemic has presented many challenges, it has also led to positive changes, one of which is the increased public awareness of the importance of maintaining health and adopting a healthier lifestyle (Pandey et al., 2023). A survey conducted by Herbalife International (2023) found that people in the Asia Pacific region, including Indonesia, have shown a heightened awareness of the importance of body health after the pandemic. The survey

revealed that 92% of Indonesians have become more concerned with healthy lifestyles, as reflected in changes to their eating habits and physical activities.

This phenomenon is also reflected in the achievement of DKI Jakarta, which managed to rank among the top 20 healthiest cities in the world, surpassing major cities like Paris and Milan (Lenstore, 2021). One of the indicators of this success is the low obesity rate, which reflects the public's awareness of the importance of maintaining a healthy diet. In line with this, Fadli (2023) stated that the consumption of healthy and balanced food plays a crucial role in supporting optimal daily activities. The food consumed must meet high nutritional standards and be free from harmful contaminants (Prodia OHI, 2023).

In an effort to choose healthy food, Indonesians are increasingly discerning in considering various factors, such as freshness and the use of natural ingredients. A survey by Statista.com (2024) showed that 78% of consumers choose food based on freshness, while 66% prioritize the use of natural ingredients in the products they consume. However, despite the trend toward healthier eating, challenges remain. A survey by Populix (2022) revealed that 27% of respondents found it difficult to prepare healthy meals at home due to time constraints. As a result, convenient instant food options have become increasingly popular.

Instant noodles are one of the most popular food products in Indonesia, known for their ease of preparation and affordable price. According to data from Databoks (2023), Indomie is the most consumed instant noodle brand in Indonesia. However, the high consumption of instant noodles, which contain high levels of sodium, can negatively impact health if consumed excessively. As an alternative, healthy instant noodles have begun to emerge in the market, with brands like Lemonilo offering healthier and safer options without sacrificing taste (Muhiban and Nugraha, 2023).

To compete in this competitive market, companies need to understand consumer preference trends, particularly in terms of repeat purchases. Tian et al. (2022) emphasize the importance of understanding consumer behavior to improve loyalty and sales. Repurchase intention can be influenced by brand trust, which refers to the confidence consumers have in a product offered by a brand, reflecting its credibility and competence in meeting expectations and delivering promised claims (Zhang et al., 2020). When a consumer has established trust in a brand, they are more likely to repurchase products from that brand (Hidayati et al., 2021; Lasputra et al., 2024).

The relationship between brand trust and repeat purchase intention is also influenced by other consumer behavior factors, such as E-WOM, brand image,

and brand experience. Chetioui et al. (2020) described electronic word of mouth as consumer opinions shared on digital platforms. Ezzat et al. (2022) explain that E-WOM circulating in the digital world can serve as additional, more reliable information about a product or service, complementing the information provided by the brand itself. Maintaining the quality of E-WOM is crucial for sustaining trust in the brand (Sari et al., 2021).

Image is formed from a consumer's perception of a brand, encompassing various characteristics related to the brand's products, such as the brand name, logo, color, visuals, and slogan (Suhud et al., 2022). Consumers will perceive that the brand can deliver values aligned with their expectations, which can positively impact building brand trust (Benhardy et al., 2020). Tian et al. (2022) further stated that brand image can encourage consumers to trust the brand.

Consumers will also feel more secure if they have previously used the products or services offered by a brand. Akoglu and Özbek (2022) define brand experience as a consumer's subjective perception, reflecting responses and behaviors that arise during interactions with various aspects such as visuals, messaging, packaging, and the identity of a specific brand. Narimane and Lahcen (2021) explain that it is crucial for companies to measure how well they can provide an experience to consumers in order to build strong brand trust.

However, despite much discussion about the impact of consumer behavior on repeat purchase intentions, little attention has been given to healthy instant noodles in this context. Therefore, this study aims to analyze the influence of electronic word of mouth (E-WOM), brand image, and brand experience on brand trust, and its impact on the intention to repurchase healthy instant noodles. This research is relevant to one of the Sustainable Development Goals (SDGs), which promotes sustainable consumption and production patterns. By understanding the factors that influence brand trust and repurchase intentions, companies can develop more effective marketing strategies to face the challenges in the healthy instant noodle market.
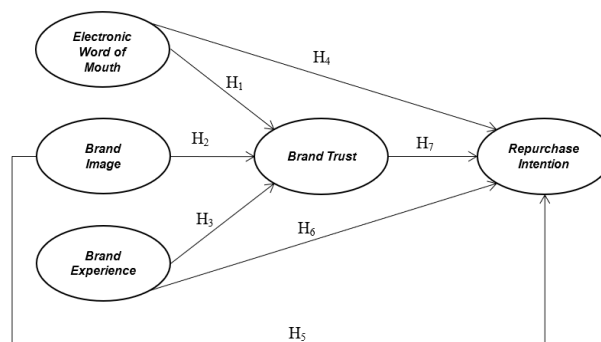

Figure 1. Research Model
Source: Processed by Researchers (2024)

RESEARCH METHOD

This research employs a quantitative method for data collection and uses statistical analysis to examine the patterns and relationships among variables, providing a more measurable discussion. The study will be conducted over a period of five months, from October 2024 to February 2025, in the DKI Jakarta area. According to Hair et al. (2022), the minimum sample size for Structural Equation Modelling (SEM) analysis should be at least 200 respondents. However, to ensure the sample size is sufficiently representative, the minimum sample can be determined by multiplying the number of indicators by 5 to 10. Therefore, the researcher will use a sample of 250 respondents to represent a large portion of the population. The required characteristics for the sample include: (a) respondents who have purchased and consumed healthy instant noodle products at least once in the past six months, and (b) those residing in the DKI Jakarta area. For data collection, the researcher will gather primary data through a questionnaire distributed to 250 consumers of healthy instant noodle products in DKI Jakarta. The primary data from this survey will be used to analyze and test the variables in the study. Data analysis will be conducted using Structural Equation Modelling (SEM) techniques, processed with SPSS version 26.0 to test validity and reliability, and AMOS for Confirmatory Factor Analysis (CFA) and hypothesis testing.

RESULT AND DISCUSSION
Respondents Experience Information and Characteristics
Table 1.
Respondents Experience Information

		Total	Percentage
Product Brand	Lemonilo	282	82,7%
	Tropicana Slim	151	44,3%
	DAAI	31	9.1%
	Ladang Lima	44	12.9%
	Javara	39	11,4%
	Ashitaki	84	24,6%
	Sundoro	18	5,3%
	Fit Mee	105	30.8%
	MieMu	45	13,2%
	Organic Center	10	2,9%
	Etc	2	0.6%
	Total	**341**	**100%**
Duration of Product Use	< 3 Months	81	23,8%
	3 – 6 Months	116	34%
	6 Months – 1 Year	49	19,4%
	> 1 Year	59	22,9%

	Total	341	100%
Total Product Purchase	1 Time	23	6,7%
	2 Time	66	19,4%
	3 Time	96	28,2%
	> 3 Time	156	45,7%
	Total	341	100%

Source: Processed by Researchers (2024)

Based on respondent experience information data, the most frequently consumed healthy instant noodle brand is Lemonilo (282, 82.7%). The most common consumption duration of healthy instant noodles is three to six months (116, 34%). Lastly, the majority of respondents purchased healthy instant noodles more than three times in the past six months (156, 45.7%).

Table 2.
Characteristics of Respondents

		Total	Percentage
Gender	Male	95	27,9%
	Female	246	72,1%
	Total	**341**	**100%**
Age	18 – 29 Years	257	75,4%
	30 – 47 Years	76	22,3%
	48 – 60 Years	8	2,3%
	Total	**341**	**100%**
Domicile	South Jakarta	135	39,6%
	Central Jakarta	59	17,3%
	West Jakarta	45	13,2%
	East Jakarta	88	25,8%
	North Jakarta	14	4,1%
	Total	**341**	**100%**
Last Education	<Senior high school/equivalent	28	8,2%
	Senior high school/equivalent	152	40,2%
	Diploma	11	3,2%
	S1	137	40,2%
	S2	13	3,8%
	S3	0	0%
	Total	**341**	**100%**
Employment Status	Student	232	68%
	Self-employed / Entrepreneur	39	11,4%
	Public Servant	25	7,3%
	Private Employee	43	12,6%
	Not Employed	1	0,3%
	Other	1	0,3%
	Total	**341**	**100%**

Marital Status	Unmarried	294	86,2%
	Married	44	12,9%
	Divorce	2	0,6%
	Spouse Dies	1	0,3%
	Total	341	100%

Source: Processed by Researchers (2024)

Based on the respondent criteria data, the gender distribution is dominated by females (246, 72.1%). The age range is predominantly 18–29 years (257, 75.4%). Most respondents reside in South Jakarta (135, 39.6%). The highest educational attainment is senior high school or equivalent (152, 40.2%). In terms of occupation, the majority are students (232, 68%). Lastly, marital status is largely unmarried (294, 86.2%).

Validity and Reliability Test

Table 10 below shows that the factor loadings of all indicators used in each variable are valid. The average variance extracted value on all variables is also above 0.5, which can be said that each indicator on each variable is able to explain the variable. Finally, the cronbach's alpha value for each variable is above 0.7 so that all variables can be said to be reliable.

Table 3.
Validity and Reliability Test Results

Code	Variables and Indicators	Factor Loadings	Average Variance Extracted	Cronbach's Alpha
Electronic Word of Mouth				
EWOM1	I feel that recommendations through E-WOM regarding healthy instant noodle products can influence my choices when shopping.	0,840		
EWOM3	I believe in healthy instant noodle products that are recommended through E-WOM.	0,836		
EWOM2	I will decide to buy healthy instant noodle products based on the recommendations I receive through E-WOM.	0,816	0,672	0,878
EWOM5	I feel that my loyalty to healthy instant noodle products increases through E-WOM.	0,804		
EWOM4	I feel that recommendations through E-WOM regarding healthy instant noodle products increase my interest in the product.	0,803		

Brand Image				
BI2	I think healthy instant noodle products can fulfill my health needs well.	0,824		
BI5	I think healthy instant noodle products offer good value and benefits for my health investment.	0,819		
BI1	I think healthy instant noodle products have a good reputation in the minds of consumers.	0,815	0,662	0,872
BI3	I think that healthy instant noodle products are reliable.	0,809		
BI4	I think that healthy instant noodle products have a strong position in the healthy food industry.	0,801		
Brand Experience				
BE2	I enjoy the experience of buying healthy instant noodle products because they are easy to find and practical.	0,834		
BE5	I feel part of a health-conscious group after consuming healthy instant noodle products.	0,822		
BE1	I feel more satisfied after consuming healthy instant noodles from this brand because it supports a healthy lifestyle without sacrificing taste.	0,821	0,673	0,878
BE3	When I think of practical healthy food, healthy instant noodle products are the first choice that comes to my mind.	0,817		
BE4	I feel that by consuming healthy instant noodle products, I am supporting a healthy lifestyle.	0,808		
Brand Trust				
BT5	I believe in the quality of healthy instant noodle products.	0,826	0,663	0,873
BT2	I believe that healthy instant	0,822		

	noodle products are honest in communicating the benefits of their products.			
BT3	I believe that healthy instant noodle products are trustworthy.	0,818		
BT1	I believe that healthy instant noodle products are safe for consumption.	0,803		
BT4	I feel that healthy instant noodle products can meet my expectations.	0,801		
Repurchase Intention				
RI1	I tend to choose healthy instant noodle products over other instant noodle products on the market.	0,823		
RI4	I will choose healthy instant noodle products when I want to buy healthy fast food.	0,820		
RI3	I plan to buy healthy instant noodle products in the future.	0,819	0,667	0,873
RI2	I will most likely buy healthy instant noodles every time I want to consume instant noodles.	0,813		
RI5	I am willing to try other variants of healthy instant noodle products in the future.	0,808		

Source: Processed by Researchers (2024)

Confirmatory Factor Analysis (CFA) Test

Figure 2 and Table 11 below shows that the Confirmatory Factor Analysis (CFA) test. The results of this test indicate that all indices have met the criteria and the research model can be said to be fit.
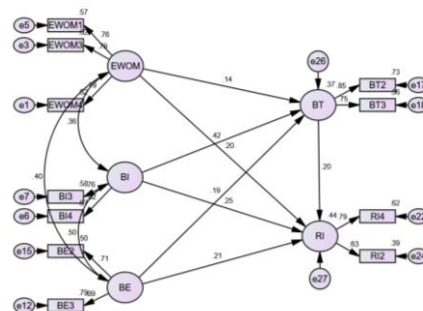

Figure 2. Fitted Model

105

Table 4.
Confirmatory Factor Analysis (CFA) Test Results

Index	Cut Off Value	Result	Model Evaluation
P	≥ 0,05	0,613	Fitted
CMIN/DF	≤ 2,00	0,913	Fitted
GFI	≥ 0,9	0,983	Fitted
RMSR	< 0,05	0,030	Fitted
RMSEA	≤ 0,08	0,000	Fitted
AGFI	≥ 0,9	0,968	Fitted
TLI	≥ 0,9	1,004	Fitted
CFI	≥ 0,9	1,000	Fitted

Source: Processed by Researchers (2024)

Hypothesis Test

Table 12 below shows the results of hypothesis test. The results of this test indicate that all hypotheses are accepted.

Table 5.
Hypothesis Test Results

Hypothesis	Independent Variable		Dependent Variable	C.R. (t-value)	P	Standardized Regression Weight	Hypothesis Test Results
H1	EWOM	→	BT	2,047	0,041	0,139	Accepted
H2	BI	→	BT	5,061	***	0,416	Accepted
H3	BE	→	BT	2,440	0,015	0,190	Accepted
H4	EWOM	→	RI	2,740	0,006	0,200	Accepted
H5	BI	→	RI	2,660	0,008	0,248	Accepted
H6	BE	→	RI	2,546	0,011	0,213	Accepted
H7	BT	→	RI	2,305	0,021	0,203	Accepted

The Relationship Between Electronic Word of Mouth and Brand Trust

The variable of electronic word of mouth on brand trust has a critical ratio (C.R.) of 2.047, which is greater than 1.96, with a standardized total effect value of 0.139. This result indicates the first hypothesis is accepted. This proves that the more positive the electronic word of mouth received by consumers, the higher the level of brand trust in a brand. This result is consistent with previous research conducted by Ezzat et al. (2022), Sari et al. (2021), Susanti and Wulandari (2021), Gunawan and Wayan (2022), and Maya et al. (2021).

The Relationship Between Brand Image and Brand Trust

The variable of brand image on brand trust has a critical ratio (C.R.) of 5.061, which is greater than 1.96, with a standardized total effect value of 0.416. This result indicates second hypothesis is accepted. This proves that the better the brand image of a company, the higher the level of brand trust in a brand. This result is consistent with previous research conducted by Benhardy et al.

(2020), Permatasari and Dwita (2020), Tian et al. (2022), Wu and Liu (2022), and Palaniswamy and Duraiswamy (2023).

The Relationship Between Brand Experience and Brand Trust

The variable of brand experience on brand trust has a critical ratio (C.R.) of 2.440, which is greater than 1.96, with a standardized total effect value of 0.190. This result indicates that the third hypothesis is accepted. This proves that the better the brand experience felt by consumers, the higher the level of brand trust in a brand. This result is consistent with previous research conducted by Wahyuni et al. (2022), Alijoyo and Puri (2023), Narimane and Lahcen (2021), Na et al. (2023), and Ridhwan et al. (2021).

The Relationship Between Electronic Word of Mouth and Repurchase Intention

The variable of electronic word of mouth on repurchase intention has a critical ratio (C.R.) of 2.740, which is greater than 1.96, with a standardized total effect value of 0.200. This result indicates that the fourth hypothesis is accepted. This proves that the more positive the electronic word of mouth received by consumers, the higher the repurchase intention felt by consumers toward a product or service. This result is consistent with previous research conducted by Santi et al. (2021), Heryana (2020), Avcı and Yıldız (2023), Ramadani and Hardini (2024), and Mufashih et al. (2023).

The Relationship Between Brand Image and Repurchase Intention

The variable of brand image on repurchase intention has a critical ratio (C.R.) of 2.660, which is greater than 1.96, with a standardized total effect value of 0.248. This result indicates that fifth hypothesis is accepted. This proves that the better the brand image of a brand, the higher the repurchase intention felt by consumers toward a product or service. This result is consistent with previous research conducted by Pratama and Giantari (2021), Widyasari and Suparna (2022), Dirgantari et al. (2024), Luo et al. (2024), and Putri and Yasa (2022).

The Relationship Between Brand Experience and Repurchase Intention

The variable of brand experience on repurchase intention has a critical ratio (C.R.) of 2.546, which is greater than 1.96, with a standardized total effect value of 0.213. This result indicates that the sixth hypothesis is accepted. This proves that the better the brand experience felt by consumers toward a brand, the higher the repurchase intention that will be made by consumers in the future. This result is consistent with previous research conducted by Odor and Ekeke (2020), Lavenia and Rodhiah (2024), Yasri et al. (2020), Lyu (2021), and Khan et al. (2020).

The Relationship Between Brand Trust and Repurchase Intention

The variable of brand trust on repurchase intention has a critical ratio (C.R.) of 2.305, which is greater than 1.96, with a standardized total effect value of 0.203. This result indicates that the seventh hypothesis is accepted. This proves that the higher the brand trust in the minds of consumers, the higher the repurchase intention that will be made by consumers. This result is consistent with previous research conducted by Lasputra et al. (2024), Gunawan and Wayan (2022), Khoirunnisa and Astini (2021), Mariatin and Novliadi (2023), and Hidayati et al. (2021).

CONCLUSION

This research was conducted to examine the effect of electronic word of mouth, brand image, and brand experience on brand trust in shaping repurchase intention, the result shows that: 1) Electronic Word of Mouth has a positive and significant effect on Brand Trust. 2) Brand Image has a positive and significant effect on Brand Trust. 3) Brand Experience has a positive and significant effect on Brand Trust. 4) Electronic Word of Mouth has a positive and significant effect on Repurchase Intention. 5) Brand Image has a positive and significant effect on Repurchase Intention. 6) Brand Experience has a positive and significant effect on Repurchase Intention. 7) Brand Trust has a positive and significant effect on Repurchase Intention. This research provide a new perspective on how the market share of healthy instant noodle products is influenced by repurchase intention, considering consumer behavior factors. Unlike prior studies, this research adopts a comprehensive approach by examining these variables across the product category, contributing to academic discourse and offering strategic implications for industry practitioners.

REFERENCES

Akoglu, H. E., & Özbek, O. (2022). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2130–2148. https://doi.org/10.1108/APJML-05-2021-0333

Alijoyo, F. A., & Puri, F. N. (2023). The Influence of Brand Experience Towards Brand Trust on New Entry Sport Product. *Journal of World Science*, 2(8), 1201–1213. https://doi.org/10.58344/jws.v2i8.406

Avcı, İ., & Yıldız, S. (2023). The Effects Of Online Second-Hand Product Purchase Motivations On Sustainable Consumption Behavior And Online Repurchase Intention In Consumer-To-Consumer Electronic Commerce

(C2c) And The Mediating Role Of Electronic Word Of-Mouth Marketing. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, *16*(1).

BBC News Indonesia. (2020). Covid-19 Indonesia mencapai setengah juta kasus positif, 25% di antaranya ada di Jakarta. *BBC News Indonesia*. https://www.bbc.com/indonesia/indonesia-51850113

Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, *10*(14), 3425–3432. https://doi.org/10.5267/j.msl.2020.5.035

Databoks. (2023). *Merek Mi Instan Paling Sering Dikonsumsi Masyarakat Indonesia Setahun Terakhir (Desember 2022)*. https://databoks.katadata.co.id/food-beverage-tobacco/statistik/e2fcc5dcdb524a7/indomie-merek-mi-instan-yang-paling-banyak-dikonsumsi-masyarakat-indonesia-setahun-terakhir

Dirgantari, P. D., Widjajanta, B., & Zunilda, A. (2024). *Effect of Brand Image on Repurchase Intention* (pp. 604–613). https://doi.org/10.2991/978-94-6463-443-3_79

Ezzat, M., Abd, M., Monem, E., Abd, E., & Salam, E. (2022). Minia Journal of Tourism and Hospitality Research Impact of Electronic Word of Mouth on Purchase Intention: Mediating Role of Brand Image and Brand Trust of Tourist Destinations and Hospitality Establishments in Egypt. *Minia Journal of Tourism and Hospitality Research*, *14*.

Fadli, R. (2023). Mengenal Pedoman Gizi Seimbang dan Manfaat untuk Kesehatan. *Halodoc*. https://www.halodoc.com/artikel/mengenal-pedoman-gizi-seimbang-dan-manfaat-untuk-kesehatan?srsltid=AfmBOoqgIU42asB1K7E60Z7pHM81mxHVcLFiD8omClDJnhT69jjkBDN9

Gunawan, P. I. W. A., & Wayan, E. N. (2022a). Role of Brand Image and Brand Trust in Mediating E-WOM on Repurchase Intention of Chatime Drink in Denpasar. *RJOAS*, *7*(127), 41–332. https://doi.org/10.18551/rjoas.2022-07.05

Gunawan, P. I. W. A., & Wayan, E. N. (2022b). Role Of Brand Image And Brand Trust In Mediating E-Wom On Repurchase Intention Of Chatime Drink In Denpasar. *RJOAS*, *7*(127), 41–332. https://doi.org/10.18551/rjoas.2022-07.05

Herbalife. (2023). *Konsumen di Asia Pasifik Semakin Sadar Akan Menjaga Kesehatan*. https://www.herbalife.com/id-id/about-herbalife/press-room/press-releases/consumers-apac-increasingly-aware-health

Heryana, D. K. (2020). Effect of electronic word of mouth on repurchase intention mediated by brand attitude. *International Research Journal of Management, IT and Social Sciences*. https://doi.org/10.21744/irjmis.v7n2.854

Hidayati, A. N., Isabela, B. A., Yuwananda, Y. S., & Gunadi, W. (2021). The Effect of Nostalgia Emotion to Brand Trust and Brand Attachment towards Repurchase Intention. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 3).

Khan, M. A., Panditharathna, R., & Bamber, D. (2020). Online Store Brand Experience Impacting On Online Brand Trust And Online Repurchase Intention: The Moderating Role Of Online Brand Attachment. *European Journal of Management and Marketing Studies*, *5*. https://doi.org/10.5281/zenodo.3668792

Lasputra, G. P., Pujangkoro, S. A., & Sembiring, B. K. F. (2024). *The Effects of Social Media Marketing and Experiential Marketing on Repurchase Intention with Brand Trust on Full-Service Airline* (pp. 700–709). https://doi.org/10.2991/978-94-6463-234-7_73

Lavenia, E. R., & Rodhiah, R. (2024). The Influence of Brand Leadership and Brand Experience on Satisfaction and Repurchase Intention on E-commerce Brand. *International Journal of Social Science Research and Review*, *7*(5), 142–153. https://doi.org/10.47814/ijssrr.v7i5.2126

Lenstore. (2021). Healthy Lifestyle Cities Report 2021. *Lenstore.* https://www.lenstore.co.uk/research/healthy-lifestyle-report/

Luo, R., Sriboonlue, U., & Onputtha, S. (2024). The Mediating Role of Perceived Value in the Relationship Between Brand Image and Repurchase Intention: A Case Study of the Chinese Tea Market. *Journal of Applied Data Sciences*, *5*(2), 756–770. https://doi.org/10.47738/jads.v5i2.227

Lyu, J. (2021). Will Marketing Automation Encourage Repurchase Intention Through Enhancing Brand Experience? An Empirical Study of Omni-Channel Retailing in China. *Smart Innovation, Systems and Technologies*, *205*, 401–412. https://doi.org/10.1007/978-981-33-4183-8_32

Mariatin, E., & Novliadi, F. (2023). Impact Of Brand Trust On Repurchase Intention Of Tokopedia. *International Journal of Progressive Sciences and Technologies (IJPSAT*, *38*(2), 397–401.

Maya, D. F., Lod, S., & Aam, B. (2021). Mediating Effect of Brand Image and Brand Trust Between E-WOM on Smartphone Buy Interest in Tangerang City. *Russian Journal of Agricultural and Socio-Economic Sciences*, *119*(11), 74–80. https://doi.org/10.18551/rjoas.2021-11.08

Maya Permatasari, F., & Dwita, V. (2020). *The Effect of Brand Communication, Brand Image and Perceived Social Media on Brand Loyalty With Brand Trust as a Variable of Mediation in Rendang Asese in Padang City*.

Mufashih, M., Maulana, A., & Shihab, M. S. (2023). The Influence of Product Quality, Electronic Word of Mouth and Brand Image on Repurchase Intention in Coffee-To-Go Stores with Consumer Satisfaction as Intervening Variables. *International Journal of Social Service and Research*, *3*(8), 1958–1970. https://doi.org/10.46799/ijssr.v3i8.498

Muhiban, A., & Nugraha, N. N. (2023). The Effect of Advertising and Brand Awareness on Purchasing Decisions for Lemonilo Noodle Products (Case Study on Students of the Faculty of Economics, PASIM National University). *International Journal of Integrative Sciences*, *2*(9), 1385–1408. https://doi.org/10.55927/ijis.v2i9.6063

Na, M., Rong, L., Ali, M. H., Alam, S. S., Masukujjaman, M., & Ali, K. A. M. (2023). The Mediating Role of Brand Trust and Brand Love between Brand

110

Experience and Loyalty: A Study on Smartphones in China. *Behavioral Sciences*, *13*(6). https://doi.org/10.3390/bs13060502

Narimane, G., & Lahcen, A. (2021). *The Effect of Brand Experience on Brand Loyalty With the Mediating Role of Brand Trust.*

Odor, B. C., & Ekeke, J. N. (2020). Brand Experience and Customers' Repurchase Intentions in Upscale Restaurants in Port Harcourt South-South Nigeria: Mediating Role of Customer Satisfaction. *Transatlantic Journal of Multidisciplinary Research*, *2*(3). https://doi.org/10.5281/zenodo.4054065

Palaniswamy, N., & Duraiswamy, M. (2023). Enhancing Brand Image: Brand Trust, Brand Loyalty, and Social Media Influences on Building a Brand Image. *Springer Proceedings in Business and Economics*, 233–243. https://doi.org/10.1007/978-981-99-0197-5_14

Pandey, V., Mohan, R., Kumar, A., Gangadevi, P., & Kurien, N. (2023). The Impact of the COVID-19 Outbreak on Lifestyle-Related Behavior Among the General Population. *Cureus*. https://doi.org/10.7759/cureus.45756

Populix. (2022). *Unveiling Indonesian Beauty & Dietary Lifestyle.*

Pratama, A. B., & Giantari, I. G. A. K. (2021). The Role of Consumer Satisfaction in Mediating The Effect of Perceived Service Quality and Brand Image on Repurchase Intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, *114*(6), 147–156. https://doi.org/10.18551/rjoas.2021-06.16

Prodia OHI. (2023). *Mengenal Berbagai Aspek Gizi dan Perannya.* https://prodiaohi.co.id/mengenal-berbagai-aspek-gizi-dan-perannya

Putri, K. A. M. A., & Yasa, N. N. K. (2022). The Role of Customer Satisfaction as Mediating Variable on the Effect of Brand Image towards Coffee Shop Customer's Repurchase Intention. *European Journal of Business and Management Research*, *7*(2), 149–154. https://doi.org/10.24018/ejbmr.2022.7.2.1271

Ramadani, P. A., & Hardini, R. (2024). *The Influence of Online Trust, Sales Promotion and Electronic Word of Mouth on Repurchase Intention* (pp. 208–214). https://doi.org/10.2991/978-94-6463-394-8_21

Ridhwan, R. M., Moko, W., & Hadiwidjojo, D. (2021). The impact of e-brand experience on e-brand loyalty mediated e-brand love and e-brand trust. *International Journal of Research in Business and Social Science (2147- 4478)*, *10*(3), 132–138. https://doi.org/10.20525/ijrbs.v10i3.1154

Santi, Ig. A. P. C., Suasana, I., & Suasana, I. A. G. K. G. (2021). The Role of Brand Image Mediates The Effect of Electronic Word of Mouth on Repurchase Intention in Starbucks Coffee. In *International Journal of Management and Commerce Innovations* (Vol. 9). www.researchpublish.com

Sari, N. N., Fauzi, A., & Rini, E. S. (2021). The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, *8*(9), 81–91. https://doi.org/10.52403/ijrr.20210912

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2022). Partial Least Squares Structural Equation Modeling. In C. Homburg, M. Klarmann, & A. Vomberg (Eds.),

Handbook of Market Research (pp. 587–632). Springer International Publishing. https://doi.org/10.1007/978-3-319-57413-4_15

Statista.com. (2024). *Purchase criteria for food in Indonesia as of July 2024.* https://www.statista.com/forecasts/1348188/purchase-criteria-for-food-in-indonesia

Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022). When Brand Image, Perceived Price, and Perceived Quality Interplay in Predicting Purchase Intention: Developing a Rhombus Model. *Academic Journal of Interdisciplinary Studies*, *11*(1), 232–245. https://doi.org/10.36941/ajis-2022-0021

Susanti, N. F., & Wulandari, R. (2021). How Does The Electronic Word of Mouth (E-WOM) Build Brand Trust in Increasing Buying Interest During The Covid-19 Pandemic? *International Journal of Economics, Business and Management Research*, *5*(03), 2021. https://www.researchgate.net/publication/349702951

Tian, H., Siddik, A. B., & Masukujjaman, M. (2022a). Factors Affecting the Repurchase Intention of Organic Tea among Millennial Consumers: An Empirical Study. *Behavioral Sciences*, *12*(2). https://doi.org/10.3390/bs12020050

Tian, H., Siddik, A. B., & Masukujjaman, M. (2022b). Factors Affecting the Repurchase Intention of Organic Tea among Millennial Consumers: An Empirical Study. *Behavioral Sciences*, *12*(2). https://doi.org/10.3390/bs12020050

Wahyuni, D., Adi, H., & Afif, N. C. (2022). The Effect Of Brand Experience And Familiarity On Brand Attachment With Brand Trust As a Variable Mediation On The Brand Ms Glow. *International Conference on Sustainable Competitive Advantage 2022*. www.Bisnis.com

Widyasari, K. A., & Suparna, G. (2022). The Role of Brand Image in Mediating the Effect of Celebrity Endorsers on Repurchase Intention. *European Journal of Business and Management Research*, *7*(3), 179–183. https://doi.org/10.24018/ejbmr.2022.7.3.1441

Wu, L., & Liu, Z. (2022). The Influence of Green Marketing on Brand Trust: The Mediation Role of Brand Image and the Moderation Effect of Greenwash. *Discrete Dynamics in Nature and Society*, *2022*. https://doi.org/10.1155/2022/6392172

Yasri, Y., Susanto, P., Hoque, M. E., & Gusti, M. A. (2020). Price perception and price appearance on repurchase intention of Gen Y: do brand experience and brand preference mediate? *Heliyon*, *6*(11). https://doi.org/10.1016/j.heliyon.2020.e05532

Zhang, S., Peng, M. Y. P., Peng, Y., Zhang, Y., Ren, G., & Chen, C. C. (2020). Expressive Brand Relationship, Brand Love, and Brand Loyalty for Tablet PCs: Building a Sustainable Brand. *Frontiers in Psychology*, *11*. https://doi.org/10.3389/fpsyg.2020.00231