

Menantea's Strategy to Attract Gen-Z: The Influence of Brand Image, EWOM, and Lifestyle on Repurchase Intention

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ABSTRACT

This research aims to analyze the influence of brand image, EWOM, and lifestyle on repurchase intention for Menantea brand among Generation Z in Java Island. The study is motivated by the decline in purchases of Menantea products which has led to the closure of many outlets in a relatively short time. The research uses the Theory of planned behavior, which explains that a person's behavior is influenced by their intention to perform that behavior. This intention is determined by three main factors: Theory of planned behavior, subjective norms, and perceived behavioral control. The methodology employed in this study is quantitative descriptive research using questionnaires as research instruments. The targeted respondents are Gen-Z individuals born between 1997-2012, residing in Java Island, who have previously purchased Menantea products. The sample size consists of 100 respondents. This research is expected to provide valuable contributions to Menantea's marketing and branding teams as well as other companies across various business sectors in formulating more effective strategies to enhance repurchase intention. The results indicate that brand image does not significantly affect Menantea's repurchase intention, while EWOM and lifestyle show significant positive influences on repurchase intention among Generation Z consumers of Menantea in Java Island.

KEYWORDS Repurchase Intention, Brand Image, Electronic Word of Mouth, Lifestyle



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INTRODUCTION

In recent years, celebrities have leveraged their fan base to attract consumers instantly. Celebrity popularity has a positive impact on advertising and brands, building a connection between celebrity and brand image. By presenting unique and innovative culinary products, and utilizing "vibes" They, celebrities create a good brand image in society because they are considered to have high tastes (Asir et al., 2023).

Social media support and a large fan base made celebrity F&B businesses quickly popular, such as Menantea. In business, celebrity backgrounds are an important factor that supports sales. Popularity and extensive media network allow for faster product promotion with a large reach. The presence of celebrities as the face or owner of a business increases exclusivity, attracts consumer interest, and strengthens personal branding, having a significant impact on sales. But unfortunately, not long after, the branches of the outlet began to close one by one due to the decline in people's purchasing power or many of them did not repurchase the brand. Reporting from suara.com explained that Jerome Polin's beverage business, Menantea, was crowded and viral. It's just that, lately the youtuber's business has started to be quiet. In fact, not a few franchise buyer partners are disappointed because this business is considered not to provide profits. This gap continues to be a public debate and spotlight because many investors feel disadvantaged.

Table 1. Data Outlet Menantea

2021	2024
209 Outlet	44 Outlet

Source: instagram @menantea.toko

Based on the data that has been presented, it can be seen that the menantea store branch has experienced a drastic decline in just four years. Even though the target market for menantea, namely gen-z, is very relevant to the contemporary lifestyle offered by the menantea brand. With massive promotions, fan enthusiasm, and media coverage, celebrity F&B businesses often attract big attention at the beginning. However, this phenomenon is often temporary. After the hype decreased, many businesses experienced a decline in consumer interest because long-term success did not depend enough on celebrity popularity alone, but also on repurchase intention (Ningrum Rizan M. & Jakarta U. N., 2021).

According to Hellier et al. in (Nikmatullah et al., 2023) intention to repurchase or repurchase intention is an individual's assessment regarding the purchase of a return service and the decision to engage in future activities with the service provider or the form to be taken. The main factors that affect this include brand image, EWOM, and lifestyle. A positive brand image increases consumer loyalty and the tendency to buy again (Aprina & Kunci, 2024). Through EWOM, consumers can dig into product information that drives repeat purchases (Fajar et al., 2022). In addition, an individual's lifestyle also influences the interest to buy back, even after having previous experience (Silvanda Hilda Zannuba1, 2022).

There are several previous studies on the same topic that can be used as a reference. Research conducted by (Ningrum et al., 2021) concludes that service quality and brand image has a significant influence on repurchase intention. There is a gap in the variable brand image, EWOM and lifestyle. According to research conducted by (Anggi Pertiwi Br Tarigan, 2024) and (Putera I Wayan Adi Gunawan, 2022) states that brand image has a significant positive effect on repurchase intention. Meanwhile, according to the results of research from (Purwokol, 2024) states that brand image has no effect on repurchase intention. Then the research conducted by (Riandi Pratama1, 2023) states that EWOM has a significant positive effect on repurchase intention while the research conducted by (Amalia et al., 2023) states that word of mouth has no effect on repurchase intention. Then the research conducted by (Mayva Tauvanya Saudha Illa, 2022) states that lifestyle has a significant positive influence on repurchase intention. Meanwhile, the research conducted by (Sulis Riptiono, 2013) finding different results i.e. lifestyle has no effect on repurchase intention.

In this study, there is a significant gap that needs to be examined (Mustary., 2021). This research is very important to carry out because it offers an update that includes relevant research years, research variables, regional coverage, research objects that are viral in the community and research subjects that are currently getting a lot of public attention, namely gen-z. Gen-z is currently the largest population in Indonesia, according to the Central Statistics Agency, the number of gen-z reaches 71.5 million people. This figure is equivalent to 26.4% of Indonesia's total population in 2020. With a very large population, gen-z has an important role in the market, including the contemporary food and beverage industry such as menantea.

So that by understanding the preferences and behaviors of gen z, it is hoped that it can help in developing a more effective marketing strategy.

RESEARCH METHOD

This research is a quantitative research. This study uses a causal research design. In this study, the population is Gen-Z consumers who have bought Menantea products on the island of Java. The sampling technique uses the Purposive Sampling technique where respondents must meet certain criteria. The criteria used as a research sample are customers who have purchased menantea products and Gen-Z customers with a range of birth years of 1997 – 2012. The number of samples used in this study was 100 people who had bought the product which was calculated using the cocran formula with a margin of error of 10%.

The operational definition of this research variable is the first Repurchase intention (Y) is an individual's desire to buy back from a product. The second variable is Brand image (X1) as consumer perception and preference for the brand as reflected by various brand associations in the consumer's memory. The third variable is EWOM (X2) is Traffic Information about Menantea brands on digital media that makes people want to try. The fourth variable is Lifestyle (X3) is a lifestyle of Gen-Z who wants to always follow trends on social media. Generation Z includes the younger generation, the generation born between 1997 and 2012 (Rahayu dkk., n.d.). They are associated with a generation that figital, realistic, and do it yourself (D.I.Y.). However, the characteristics possessed by generation Z will have a significant effect on the mindset and economic actions that they will take in the future (Arum, 2023).

One of the brands that has gone viral and trended on social media is menantea, a fusion brand initiated by Jerome Polin and Jehian Polin. Both are Indonesian YouTubers. Menantea was first established in 2021 and has managed to grow quickly to have 209 outlets spread throughout Indonesia. This study uses a data source in the form of primary data from a questionnaire distributed in the form of a Likert scale. The data analysis technique used in this study is quantitative descriptive statistical data analysis technique. This study uses inferential statistical analysis in the form of multiple linear regression analysis for hypothesis testing. IBM SPSS version 25 program is used in this analysis. The prerequisite test used is the normality test. The classical assumption test used is the multicollinearity test and the Heterokedasticity Test (glejzer).

Table 2. Variable Indicators

Indicator	Source
Repurchase intention	
Transactional intent	I will buy back menantea products in the future I am satisfied with Menantea products so I would like to buy again
Referential intent	I would not recommend friends or family to try and buy Menantea again I often invite others to buy Menantea with me.
Preferential intent	Menantea is my top choice of contemporary FNB brand I prefer Menantea over other tea brands

Exploratory Intent	I'm always looking for information about menantea I would like to know more about the ingredients and quality of Menantea products before making a repurchase	
Brand image		
Citra perusahaan (corporation image)	Menantea is a brand known by the public The image of menantea's credibility is highly trusted by the public	Hartanto in (Yani et al., 2022)
Citra konsumen (user image)	Menantea consumers are seen as individuals who follow contemporary beverage trends. I feel proud to be a customer of Menantea because it reflects the modern lifestyle.	
Product image	I feel that Menantea products have an attractive appearance and suit the tastes of young people The menu provided gives a positive image in the community	
EWOM		
Intensity	I often see content that contains information about menantea products on social media Many menantea consumers share comments related to menantea products on social media	Ramadhani, B in (Fina et al., 2023)
Valance of Opinion	Product reviews shared by consumers on social media are positive reviews Menantea consumers recommend menantea products to the public through social media	
Content	I have seen menantea consumers sharing information about menantea product variations through social media I have seen menantea consumers share information about the quality of menantea products through social media	
Lifestyle		
Activities	I often visit Menantea outlets as part of my daily activities or while relaxing I often post photos or stories about Menantea on social media while enjoying it	Keller 2018
Minat (interest)	I am interested in consuming menantea products because of the product variants I feel happy when I buy menantea products	
Opinion	I believe that Menantea offers a product of quality comparable to its price I feel that Menantea is more innovative than other tea drink brands	

RESULTS AND DISCUSSION

Table 3. Validity Test Results

Variabel	Item	Item-to-Total Correlation	Itself.
And	Y1	0.851	0,000
	Y2	0.737	0,000
	Y3	0.723	0,000
	Y4	0.634	0,000
	Y5	0.824	0,000

	Y6	0.725	0,000
	Y7	0.795	0,000
	Y8	0.648	0,000
X1	X1.1	0.804	0,000
	X1.2	0.881	0,000
	X1.3	0.839	0,000
	X1.4	0.802	0,000
	X1.5	0.854	0,000
	X1.6	0.825	0,000
X2	X2.1	0.919	0,000
	X2.2	0.887	0,000
	X2.3	0.887	0,000
	X2.4	0.895	0,000
	X2.5	0.915	0,000
	X2.6	0.859	0,000
X3	X3.1	0.854	0,000
	X3.2	0.912	0,000
	X3.3	0.912	0,000
	X3.4	0.850	0,000
	X3.5	0.896	0,000
	X3.6	0.890	0,000

Source: Data processed, 2025.

Based on the information stated in table 3, it can be seen that the calculated r value exceeds the table r value by 0.195. Thus, it can be said that all variables, including brand image (X1), EWOM (X2), lifestyle (X3), and repurchase intention (Y) along with the question items in this study were declared valid.

Table 4. Reliability Test Results

Variabel	Cronbach's Alpha Value
Repurchase intention	0.885
Brand image	0.909
EWOM	0.940
Lifestyle	0.944

Source: Data processed, 2025.

The results of reliability testing on all four variables which included a number of statements showed reliable results. This can be seen from the value of Cronbach's Alpha any variable that is above 0.60. Thus, it can be concluded that all variables in this study are declared reliable.

Table 5. Characteristics of Birth Age

Age	Frequency	Percentage
28 - 25	25	25%
24 - 21	25	25%
20 - 17	26	26%
16 - 13	24	24%

Source: Data processed, 2025.

From the data listed in Table 5, it can be seen that the distribution of the birth age of menantea customers shows the highest percentage of 26%, namely in the age range of 20 – 17 years while the lowest percentage is at 24% in the range of 16 – 13 years. This shows that visitors from the Gen-Z generation are fairly evenly distributed in each range of years of their birth.

Table 6. Domicile Characteristics

Province	Frequency	Presentase
East Java	17	17%
Central Java	17	17%
West Java	17	17%
Banten	16	16%
Jakarta	17	17%
Special Region of Yogyakarta	16	16%
TOTAL	100	100%

Source: Data processed, 2025.

From table 6, we can see that the distribution of Menantea customers on the island of Java is quite even in each province. The highest percentage reached 17%, while the lowest was at 16%.

Table 7. Purchase History Characteristics

Province	Frequency	Presentase
Customers have bought menantea	100	100%
Customers who have made a repurchase on the menantea brand	3	3%

Source: Data processed, 2025.

The analysis of the data in Table 7 shows that most of the respondents who have bought menanta products do not make repeat purchases. This fact is reflected in the 3% figure which shows the low rate of repurchase of these products.

Table 8. Descriptive Statistics

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Hours of deviation
Repurchase Intention	100	1.0	3.0	2.127	.5757
Brand Image	100	2.8	5.0	4.328	.5430
EWOM	100	2.8	5.0	4.285	.4490
Lifestyle	100	2.3	5.0	4.269	.6063
Valid N (listwise)	100				

Source: Data processed, 2025.

Based on the statistical test that has been described in table 8 above, it can be seen that the average highest and lowest scores of the questionnaire answers distributed to consumers of menantea products regarding repurchase intention are 3 and 1 out of 8 statements, The average answer to repurchase intention is 2.127 from the score range of 1 to 5 so it is in the low category. Referring to the results of the descriptive analysis, it shows that the rate of repurchase intention of menantea products in generation Z on the island of Java is low. Based on the statistical test

that has been described in table 8 above, it can be seen that the average highest and lowest scores of questionnaire answers distributed to consumers of menantea products regarding brand image are 5 and 2.8 out of 6 statements, The average answer to brand image is 4.328 or is in the very high category. Referring to the results of the descriptive analysis, it shows that the level of brand image of menantea products in generation Z on the island of Java is very high.

Based on the statistical test that has been described in table 8 above, it can be seen that the highest and lowest scores of the questionnaire answers distributed to customers regarding EWOM are and 2.8 out of 6 statements, The average answer to EWOM is 4.285 or in the very high category. Referring to the results of the descriptive analysis, it shows that the EWOM level of menantea products in generation Z on the island of Java is very high. Based on the statistical test that has been described in table 8 above, it can be seen that the highest and lowest scores of the questionnaire answers distributed to customers of menantea products regarding lifestyle are 5 and 2.3 out of 6 statements, The average answer to Lifestyle is 4.269 or in the very high category. Referring to the results of the descriptive analysis, it shows that the lifestyle level of menantea products in generation Z on the island of Java is very high.

Table 9. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters,a,b	Mean	.0000000
	Hours of deviation	2.61680995
Most Extreme Differences	Absolute	.062
	Positive	.062
	Negative	-.046
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200c,d

Source: Data processed, 2025.

The results of the normality test listed in Table 5 show that the value of Asymp. Sig. (2-tailed) in this study is above 0.05 (sig > 0.05). then the data can be said to be at the normal distributed residual value.

Table 10. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	BRIG HT
1	(Constant)	-17.377	2.944		-5.903	.000		
	Brand image	.194	.103	.137	1.884	.063	.633	1.580
	EWOM	.245	.120	.143	2.046	.044	.687	1.457
	Lifestyle	.900	.078	.710	11.473	.000	.878	1.139

Source: Data processed, 2025.

Based on the results of the multicollinearity test presented in Table 10, it can be seen that the tolerance value for each variable is above 0.1, namely Brand image of 0.633, EWOM 0.687, and Lifestyle 0.878. Meanwhile, the VIF score for the three variables was below 10, with

details of Brand image 1,580, EWOM 1,457, and Lifestyle 1,139. By considering all the results of this test, where all tolerance values meet the criteria >0.1 and $VIF <10$, it can be concluded that in this study there is no problem of multicollinearity.

Table 11. Heteroscedastistity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
	Brand image	-.028	.062	-.057	-.449	.655
	EWOM	.063	.072	.107	.879	.381
	Lifestyle	-.055	.047	-.127	-1.179	.241

Source: Data processed, 2025.

The results of the analysis of the heteroscedasticity test (glejzer) in Table 11 revealed that all variables in this study showed a significance value greater than 0.05 ($\text{sig} > 0.05$). This condition proves that the regression model used does not have heteroscedasticity problems.

Table 12. T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	-17.377	2.944		-5.903	.000
	Brand image	.194	.103	.137	1.884	.063
	EWOM	.245	.120	.143	2.046	.044
	Lifestyle	.900	.078	.710	11.473	.000

Source: Data processed, 2025.

From the multiple linear regression analysis above, the following equations were obtained: $Y = -17.377 + 0.194 + 0.245 + 0.900$. Based on the regression results, the constant value of -17,377 indicates that if all independent variables (brand image, EWOM, and lifestyle) are zero, then the repurchase intention is estimated to be -17,377. The regression coefficient for brand image of 0.194 indicates a positive relationship, meaning that any increase in brand image will increase Repurchase intention by 0.194 assuming other variables are fixed. The brand image has a significance value (p-value) of 0.063 which is greater than 5% ($0.063 > 0.05$), so this variable has no effect on Repurchase intention.

The EWOM variable has a regression coefficient of 0.245 which indicates a positive relationship, where each increase in EWOM will increase the repurchase intention by 0.245 with other variables constant. EWOM has a significance value of 0.044 which is smaller than 5% ($0.044 < 0.05$), so it has a positive and significant effect on repurchase intention. Meanwhile, the lifestyle regression coefficient of 0.900 also shows a positive relationship, meaning that every increase in lifestyle will increase repurchase intention by 0.900 with other variables fixed. lifestyle has a significance value of 0.000 which is far below 5% ($0.000 < 0.05$), so it has a significant effect on repurchase intention.

Table 13. F Test Results

Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	1422.038	3	474.013	67.125	.000b
	Residual	677.922	96	7.062		
	Total	2099.960	99			

Source: Data processed, 2025.

From the statistical testing of F that has been carried out, an F value of 67.125 with a significance level of 0.000 was obtained. Since this significance value is less than 0.05 ($0.000 < 0.05$), this proves that the three independent variables are brand image, EWOM and lifestyle together exert a significant influence on repurchase intention.

Table 14. Simultaneous Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
.823a	.677	.667	2.657

Source: Data processed, 2025.

Based on Table 14, the value of R square (R^2) is 0.677. This value indicates that the independent variable (brand image, EWOM and lifestyle) exerts an influence of 67% on repurchase intention. Thus, it can be concluded that 67% of the variation repurchase intention were influenced by these three variables, while the remaining 33% were influenced by other factors not included in this study.

The Influence of Brand Image on Repurchase Intention

The first hypothesis in this study is brand image has a significant positive effect on repurchase intention brand menantea to Generation-Z on the island of Java. No influence brand image against repurchase intention brand menantea in Generation Z on the island of Java. So the first hypothesis of this study is stated **rejected**. By Theory of Planned Behavior initiated by Snyder & DeBono (2014) brand image included in the main determinants, namely attitude toward behavior. The theory also states that in addition to the main determinants there are also other factors that influence such as mood, intelligence, emotions, attitudes and values in general, ethnicity, socioeconomic status, education, nationality, and so on. This means that the behavior of individuals in this context is repurchase intention not always affected by brand image, but can be influenced by other variables outside of this study.

The results of this study are supported by research (Purwoko1, 2024) which states that brand image has no effect on repurchase intention. The results of similar research are by (Mustain1, Mohamad Rizan2, 2025) which states that brand image has no effect on repurchase intention Paid online bootcamps. Another study with the same results is research from (Andhika Danu Praja, 2022) also states that brand image has no effect on repurchase intention.

The Influence of EWOM on Repurchase Intention

The second hypothesis in this study is EWOM has a significant positive effect on repurchase intention brand menantea in Generation Z on the island of Java. There is a significant positive influence EWOM against repurchase intention brand menantea in

Generation Z on the island of Java. So the second hypothesis of this study is stated **Accepted**. This statement means that the better EWOM then it will also be greater the possibility of gen-Z customers on the island of Java to do repurchase intention on the menantea brand. The results of this study are in accordance with the Theory of planned behavior submitted by Snyder & DeBono (2014) which states that a person's behavior is influenced by the intention to behave. The intention is determined by three main factors, namely attitudes towards behavior (Theory of planned behavior), subjective norms, and perceptions of behavioral control (perceived behavioral control). EWOM included in the main determinants, namely Subjective norms. The existence of information available on e-commerce platforms or digital marketplaces facilitates consumers in the decision-making process when making buying and selling transactions. Through the mechanism EWOM, shoppers can continue to get information related to the products they use, which ultimately drives repeat purchases. A large number of reviews will provide more information value for other potential buyers. This creates a tendency for platform users to revisit and make purchases later in the day (Fajar et al., 2022).

In order to increase EWOM to encourage repurchase interest in the Menantea brand, an internal management strategy is crucial. The top priority is to maintain consistent and excellent quality of products and services. Furthermore, encouraging consumers to share their experiences can be done by providing relevant incentives in appreciation for reviews or publications on social media. The formation of an active online community will also facilitate interaction and the dissemination of positive content among brand fans. Finally, a prompt and constructive response to all reviews, both positive and negative, will strengthen the brand image and significantly promote a positive e-WOM. The results of this study are consistent with the research (Riandi Pratama1, 2023) which states that EWOM A significant positive effect on the repurchase intention of Lifebuoy brand bath soap products in the city of Bandung. The results of similar research are by (Electronic Word of Mouth, 2024) which states that Electronic word of mouth has a positive effect on the repurchase intention of Revlon Lipstick in the city of Bandung. Another study with the same results is research from (Marka & Noor, 2023) which also states electronic word of mouth have a positive and significant effect on repurchase intention

The Influence of Lifestyle on Repurchase Intention

The third hypothesis in this study is lifestyle has a significant positive effect on repurchase intention brand of menantea in generation Z on the island of Java. There is a significant positive influence lifestyle Düsseldorf repurchase intention brand menantea in Generation Z on the island of Java (Widyastuti & Hidayat D. S., 2022). So the third hypothesis of this study is stated **Accepted**. This statement means that the more appropriate lifestyle then it will also be more likely that Gen-Z customers on the island of Java will do repurchase intention on the menantea brand. The results of this study are in accordance with the Theory of planned behavior submitted by Snyder & DeBono (2014) which states that a person's behavior is influenced by the intention to behave. The intention is determined by three main factors, namely attitudes towards behavior (Theory of planned behavior), subjective norms, and perceptions of behavioral control (perceived behavioral control). Lifestyle included in the main determinants, namely perceived behavioral control. Individuals who have a particular lifestyle will look for products or services that can meet their lifestyle needs (Jumhur et al., 2023).

Lifestyle will affect a person's desire to behave and ultimately determine one's consumption choices. If the product offered is in accordance with the lifestyle needs of the individual, and the initial purchase turns out to be satisfactory, it will certainly increase individual purchases to return to buy the same or different product from the same company in the future. (Bernadetha Ernayani, 2021).

In order to increase repurchase interest in the Menantea brand, strategic adaptation to the characteristics of the main target market, i.e. Gen Z. Menantea must actively identify and integrate Gen Z values, trends, and lifestyle preferences into every aspect of its business. This can be realized through the development of products that are innovative and relevant to the active lifestyle of Gen Z. The results of this study are consistent with the research (Mayva Tauvanya Saudha Illa, 2022) which states that lifestyle has a significant positive effect on repurchase intention. The results of similar research are by (Yunus & Andriana, 2024) which states that lifestyle A positive effect on the repurchase intention of Point Coffee products in Samarinda City was conducted on students of Mulawarman University. Another study with the same results is research from (Bernadetha Ernayani, 2021) which also states lifestyle have a positive and significant effect on Repurchase intention At The Kings Resto Kupang customers.

CONCLUSION

The results indicate that while the brand image does not significantly influence repurchase intention, both EWOM and lifestyle alignment with the brand play a crucial role in driving repurchase behavior. Specifically, consumer reviews and recommendations via digital platforms, as well as the fit between Menantea's values and consumers' lifestyles, are strong predictors of repurchase intention. Therefore, it can be concluded that Generation Z's repurchase intention for Menantea is more influenced by digital communication channels and lifestyle congruence than by brand image alone. However, this study has several limitations. The research is geographically limited to Java, which restricts the generalizability of the findings to other regions in Indonesia. Additionally, the study focused only on brand image, EWOM, and lifestyle, without considering other potential factors that may influence repurchase intention. Future research should expand the geographical scope to include other regions in Indonesia and incorporate additional variables such as price, product quality, customer satisfaction, and brand loyalty to provide a more comprehensive understanding of repurchase intention dynamics. Theoretically, this study's findings suggest that the Theory of Planned Behavior (TPB) might not fully explain the factors driving repurchase intention, implying the need for exploring other mediating factors or context-specific influences. Future research could benefit from applying the Theory of Brand Equity, which offers a clearer framework for understanding how brand image contributes to consumer loyalty and repurchase intention. Practically, Menantea should focus on maintaining emotional connections with consumers through consistent product quality, innovation, and effective EWOM management, particularly addressing the alignment of their offerings with Generation Z's lifestyle preferences.

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