

The Influence of Brand Image, Brand Trust, and Product Quality on Repurchase Intention for Aqua Bottled Drinking Water in DKI Jakarta

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Abstract – *This research aims to analyze the effects of Brand Image, Brand Trust, and Product Quality on Repurchase Intention of AQUA bottled drinking water products in DKI Jakarta. The subjects in this study were consumers who had purchased and consumed AQUA products in the DKI Jakarta area. The sample used in this study consisted of 280 respondents. This research employed a quantitative approach with a causal research design. The sampling technique used was non-probability sampling with purposive sampling method. Data were collected through the distribution of questionnaires using Google Form as the primary data source. The data analysis technique applied in this study was Structural Equation Modeling Partial Least Square (SEM-PLS) using SmartPLS 4.0. The results of this study indicate that (1) Brand Image has a positive and significant effect on Repurchase Intention, (2) Brand Trust has a positive and significant effect on Repurchase Intention, and (3) Product Quality has a positive and significant effect on Repurchase Intention.*

Keywords: Brand Image, Brand Trust, Product Quality, Repurchase Intention, AQUA

INTRODUCTION

Clean water is essential for maintaining health, but in the modern era, its availability is increasingly difficult. This situation has increased the public's need for clean, safe, and easily accessible drinking water. Therefore, many companies are producing mineral water as a practical solution, especially in urban areas. In addition to its health benefits, mineral water is also preferred because it is affordable and available in various package sizes to suit people's needs. People generally choose mineral water as their source of drinking water for daily consumption. According to data from the Indonesian Bottled Drinking Water Association (Aspadin), demand for mineral water tends to increase every year, in line with population growth and increasingly modern lifestyle changes. In 2020, demand for mineral water was around 29 billion liters, an increase of around 1–2% compared to the previous year (Kontan.co.id, 2021).

This situation demonstrates that the bottled drinking water (AMDK) industry has significant market potential. The government even considers bottled drinking water a crucial pillar of the national processing industry (Antara, 2025). Along with the enormous potential of the bottled drinking water industry, competition among business players is also increasingly fierce, requiring companies to maintain their existence. This situation encourages companies to maximize their consumer targets and conduct operations more effectively and efficiently to survive. On the other hand, the wide range of brand choices makes consumers increasingly selective in selecting and retaining the products they use. With changing consumer needs and behavior, marketing has become a crucial aspect for companies in building value and maintaining long-term relationships with consumers. In line with this view, Woen & Santoso (2021) emphasize that marketing activities essentially begin with a company's ability to identify consumer needs. The results of this identification process serve as the basis for designing products or services that meet market expectations and preferences. If the product offered meets consumer needs and expectations, it will create a sense of satisfaction and a tendency to establish a long-term relationship with the brand.

One manifestation of a long-term relationship between consumers and brands is the consumer's desire to repurchase the same product. Indonesia ranks as the fifth-largest bottled water market in the world. The United States ranks first with the highest sales value, amounting to US\$83.02 billion. China comes in second, followed by Germany in third, and Mexico in fourth (Katadata.co.id, 2023). To meet

the diverse needs of the community, bottled water products are available in various packaging types, such as plastic cups, plastic bottles, gallons, and polyethylene terephthalate (PET) bottles. In Indonesia, several well-known bottled water brands exist, including Aqua, Le Minerale, Vit, Club, Ades, Nestlé, and others (Annajah & Yamini, 2024).

The diversity of brands on the market drives intense competition in this industry. This competition is evident not only in product innovation and promotional strategies, but also in the increasingly dynamic shifts in consumer preferences (Ernawati & Sutopo, 2021). This is reflected in the GoodStats survey results in Figure 1.1, which shows the dynamics of consumer preferences for various mineral water brands in Indonesia.



Figure 1. Seven Favorite Mineral Water Brands in Indonesia 2022
Source: GoodStats (2022)

In 2022, Aqua topped the list as the favorite mineral water brand with a percentage of 74.9%, followed by Le Minerale (62.1%), Nestlé Pure Life (23.6%), Vit (21.6%), Crystalline (17.3%), Cleo (17.2%), and Ades (15.3%). A year later, a similar survey showed that, although Aqua maintained its lead, its percentage had decreased slightly to 74.6%. Meanwhile, Le Minerale maintained its second-place position with the same percentage of 62.1%. This data indicates intense competition in the bottled water market, where consumer preferences can change over time.

Based on Top Brand Index (TBI) data, Aqua still dominates the bottled water market and holds the top position compared to other brands. In 2020, Aqua achieved a TBI score of 61.50%, significantly higher than its competitors such as Ades (7.80%), Club (6.60%), Le Minerale (6.10%), and Cleo (3.70%). This indicates that Aqua, at that time, was the primary choice of consumers in the bottled water category. However, based on Top Brand Index data for 2024, although Aqua still holds the top position with an index score of 46.90%, this figure has decreased significantly compared to 2020, which reached 61.50%. This decline in the index value indicates a change in consumer perception and preference for bottled water brands. Nevertheless, Aqua's position as a market leader can still be maintained amidst increasingly fierce industry competition (Top Brand Award, 2020; Top Brand Award, 2024).

Amidst increasingly fierce competition in the bottled water industry, Aqua needs to strengthen its differentiation through a commitment to sustainability and corporate social responsibility. PT Tirta Investama, as Aqua's producer, focuses not only on commercial aspects but is also committed to fulfilling its responsibilities across four main pillars: economic, environmental, social, and corporate governance performance. This commitment reflects Aqua's contribution to achieving the Sustainable Development Goals (SDGs). Specifically, SDG 12: Responsible Consumption and Production emphasizes the importance of resource efficiency, waste reduction, and social responsibility of producers at every level of the production chain.

Despite AQUA's continued position as the market leader, the decline in its Top Brand Index from 61.50% in 2020 to 46.90% in 2024 indicates that market leadership does not necessarily guarantee stable consumer repurchase intention. This decline may reflect shifts in consumer evaluation, particularly in how they perceive the brand's image, trustworthiness, and product quality amid increasing competition in the bottled drinking water market. In this context, the issue is not merely that AQUA's index has declined, but that such a decline raises an important analytical question regarding which brand-related factors still drive consumers to repurchase the product. Therefore, the relationship between the weakening market indicator and the three explanatory variables—brand image, brand trust, and product quality needs to be empirically examined rather than merely assumed.

Based on the problem background above, this study addresses the following research questions:

1. Does brand image significantly affect repurchase intention for AQUA bottled drinking water in DKI Jakarta?
2. Does brand trust significantly affect repurchase intention for AQUA bottled drinking water in DKI Jakarta?
3. Does product quality significantly affect repurchase intention for AQUA bottled drinking water in DKI Jakarta?

Although previous studies have widely examined the effects of brand image, brand trust, and product quality on repurchase intention, most of them were conducted in contexts such as skincare, cosmetics, e-wallets, automotive products, and other consumer goods rather than bottled drinking water. Existing studies have also generally confirmed positive and significant relationships among these variables, making the explanatory pattern relatively well established. However, limited attention has been given to a market-leading bottled drinking water brand that continues to dominate the category while simultaneously experiencing a substantial decline in its Top Brand Index. In the case of AQUA, the decrease from 61.50% in 2020 to 46.90% in 2024 suggests that market leadership alone may no longer be sufficient to maintain stable repurchase intention. Therefore, this study is significant because it re-examines conventional repurchase drivers in a more specific and strategically relevant context, namely AQUA bottled drinking water in DKI Jakarta. The novelty of this study lies in its focus on the repurchase intention of a dominant bottled water brand facing weakening market indicators, thereby providing a more contextual explanation of how brand image, brand trust, and product quality operate under conditions of increasing competition and changing consumer evaluations.

LITERATURE REVIEW

Marketing

Marketing is an activity carried out within a business to achieve the company's predetermined goals. Marketing activities generally involve analyzing consumer needs, which then forms the basis for designing products or services to meet those needs. This ensures that the goods or services offered meet consumer desires and expectations.

According to Kotler & Keller (2022), marketing management is a series of activities that include planning and implementing strategies to design, price, promote, and distribute ideas, products, and services to create exchanges that meet individual and organizational needs. The primary focus of marketing management is building valuable relationships with target consumers. In practice, marketing management involves assessing market opportunities, research, segmentation, and developing a marketing mix strategy (or the 4Ps: product, price, place, and promotion). This strategy is designed to help companies compete effectively and maintain customer loyalty (Herdian & Puspitasari, 2023). This entire process is directed at creating sustainable superior value for customers.

Marketing Mix

Every company needs the capability to develop an appropriate competitive strategy, given today's increasingly fierce market competition. One approach that can be implemented is tactical planning, which emphasizes the application of elements in the marketing mix. This mix concept consists of four main components: product, price, promotion, and distribution or marketing channels (Mas'ari et al., 2020).

According to Kotler & Keller (2022), the marketing mix is a collection of tools a company uses to reach its target market. Based on this definition, it can be concluded that the marketing mix is a strategic approach that synergistically integrates various marketing aspects to optimally achieve

business goals. The marketing mix includes four main components that are interrelated and influence each other, as follows product, price, place, promotion. The marketing mix includes four main components that are interrelated and influence each other, namely as follows:

- a. Product: Any form of goods or services provided by a company to meet customer needs and desires, and encourage interest in making a purchase.
- b. Price: The amount of fees that must be paid by customers in exchange for products or services offered by the company.
- c. Place: The system or route used by a company to ensure product availability so that it is easily accessible to consumers at the right location.
- d. Promotion: Various marketing communication efforts, such as advertising, discounts, digital media, and other strategies aim to increase consumer awareness and interest in the products offered.

Stimulus–Organism–Response (SOR) Theory

This study adopts the Stimulus–Organism–Response (SOR) theory as its underlying theoretical framework. The SOR model explains that external stimuli influence an individual's internal evaluation, which subsequently shapes behavioral responses. In this framework, stimulus refers to external factors that trigger consumers' cognitive and affective processing, organism refers to the individual's internal state such as perception, feeling, and evaluation, while response refers to the resulting behavioral reaction (Uccy & Amri, 2017; Suparno, 2020).

In the context of this study, brand image, brand trust, and product quality can be positioned as external stimuli received by consumers when evaluating AQUA bottled drinking water, while repurchase intention represents the behavioral response. The current AQUA journal model also directly examines the effects of Brand Image, Brand Trust, and Product Quality on Repurchase Intention, which makes the SOR perspective relevant as a theoretical umbrella for explaining how external brand-related cues may lead to consumers' repurchase behavior.

Consumer Behavior

Consumer behavior is a series of activities carried out by individuals in searching for, buying, evaluating, using and consuming products and services that they believe can meet their needs.

According to Siregar & Aslami (2022), consumer behavior arises from the existence of a need that drives an individual to take certain actions to fulfill it. When someone recognizes their need, it is reflected in their consumer behavior. Motivation plays a crucial role as an internal force that drives an individual to act. Therefore, consumer behavior is the result of a person's motivational drive, which is evident in their decisions when selecting and purchasing products to fulfill their needs and desires. For marketers, observing this behavior is crucial as a basis for understanding consumer preferences. Factors that influence consumer behavior according to Kotler and Keller:

- a. Cultural factors: including the main culture, subculture, and social class that influence consumers' values, views, and ways of acting.
- b. Social factors: including the influence of reference groups, family, and a person's role and status in society, impact attitudes and purchasing choices.
- c. Personal factors: including age, occupation, economic status, lifestyle, and personality characteristics, influence each individual's needs and preferences.

Psychological factors: including motivation, perception, learning processes, beliefs, and attitudes, influence how consumers make choices and utilize products

Repurchase Intention

Repurchase intention is a consumer's intention to repurchase the same product due to perceived quality, trust in the brand, and satisfaction formed from previous interactions with the product or brand.

According to Chiu & Cho (2021), repurchase intention refers to a consumer's drive or desire to repurchase a product after a previous satisfying or positive experience. This desire typically arises from consumer satisfaction with the product quality, service, or perceived value during the previous purchase. Dimensions and Indicators of Repurchase Intention according to (Kotler & Keller, 2021):

- a. Transactional interest is a customer's tendency to continually repurchase a product they have previously used.
 - a) Repurchasing the product
 - b) Inviting consumers to purchase the product

- b. Referential interest is a consumer's desire to recommend a product they have used to encourage others to purchase it, based on references and previous usage experiences.
 - a) Recommending the product
 - b) Providing product information
- c. Preferential interest is a consumer's habit of having a primary choice for a product they have used, and this preference will only change if something happens to the product they have chosen.
 - a) Personal choice
 - b) Quality
- d. Exploratory interest is a consumer's behavior of continually seeking information about the product they are interested in and information that supports its positive characteristics. With
 - a) Finding information on product diversity
 - b) Finding out the product's value.

Brand Image

Brand image is a key factor in a company's success, as its reputation is highly dependent on consumer perception of the brand it offers. Brand image itself is formed through associations embedded in consumers' minds when they remember or interact with a brand.

According to research conducted by Tanady & Fuad (2020), consumer product purchases tend to be influenced by brand popularity. Consumers feel more comfortable with familiar brands because they assume they have reliable quality, are widely available, and are easily found in various locations. These factors encourage consumers to repeat purchases of popular brands. Meanwhile, according to (Ahmad et al., 2020), brand image is a description that describes various associations and the level of consumer trust in a particular brand. According to (Ahmad et al., 2020), brand image consists of several dimensions and indicators, namely:

- a. Brand Identity: Brand Identity is the physical identity of a brand or product that makes it easy for consumers to recognize and distinguish it from other brands, such as logos, colors, packaging, corporate identity, and slogans.
 - a) Color
 - b) Slogan
- b. Brand Personality: Brand personality is the unique character a brand possesses, resembling a human personality, making it easy for consumers to distinguish it from other brands in the same category, such as assertive, creative, or independent.
 - a) Assertive Character
 - b) Creative
- c. Brand Association: Brand associations are specific things that are consistently or appropriately associated with a brand. This can arise from various factors, such as the product's unique character, consistent offerings, recurring activities (e.g., sponsorships or corporate social responsibility), issues closely related to the brand, and certain symbols, personifications, or meanings that are strongly associated with the brand.
 - a) Symbols that are meaningful and inherent to the brand
 - b) Offerings
- d. Brand Benefits and Advantages: Brand benefits and advantages (brand competence) are the unique values and advantages a brand offers to consumers, enabling them to experience tangible benefits. These values and advantages are able to meet consumer needs, desires, and expectations through the products or services offered by the brand.
 - a) Providing benefits or meeting needs
 - b) Distinctive values or advantages

Brand Trust

Consumers who trust a brand will place high expectations on the company, believing that the company will deliver the best results. This trust plays a crucial role in helping consumers reduce sacrifices, whether in the form of time, effort, costs, or other potential losses that may arise when deciding to use a brand, especially if the consumer has no prior experience with the brand.

According to Vidyanata (2020), brand trust is a consumer's perception of a brand as trustworthy and capable of fulfilling its promises. Brand trust is also defined as a psychological state in

which consumers rely on a brand to minimize risk, with the expectation that it will deliver positive results. Consumers who feel confident and secure when using a particular brand are more likely to have purchase intentions, repeat purchases, and even demonstrate loyalty to that brand. Dimensions and indicators of Brand Trust according to Pandiangan et al., (2021):

- a. Trusting belief
 - a) Benevolence, Defined as the consumer's belief that using a product brand will have a positive impact or provide certain benefits.
 - b) Integrity, Defined as consumer confidence that the product brand has good overall quality and can be trusted for use.
- b. Trusting intention
 - a) Willingness to depend, is the consumer's willingness to accept and bear various risks that may arise as a result of using a brand.
 - b) Subjective probability of depending, can be interpreted as the consumer's willingness to fulfill requests from other parties because of a sense of trust.

Quality Product

Product quality refers to everything provided by a manufacturer that can be seen, traded, and enjoyed by consumers according to their needs. Product quality can also be interpreted as a product's ability to maintain its best quality, including aspects of durability, uniqueness, accuracy, ease of use, and aesthetic value.

According to Girsang et al. (2020), product quality is defined as a product's ability to deliver optimal performance and results to meet consumer needs. This quality encompasses durability, reliability, and product accuracy in delivering various types of reliable services or goods, in order to maintain a company's reputation and support overall business success. Dimensions and Indicators of Product Quality (Quality Product), referring to Tjiptono (in Andriyanti & Farida, 2022):

- a. Performance: Refers to the basic capability of a product to optimally perform its primary function, in accordance with consumer expectations. Performance indicators include:
 - a) Good quality.
 - b) Quality packaging.
- b. Conformance to specifications: Conformance refers to the level of alignment of product performance with the standards or specifications promised by the manufacturer. Conformance to specifications indicators include:
 - a) Compliance with product standards.
 - b) No defects found.
- c. Serviceability: A product's ability to be easily repaired, complaints handled, and supported by good, fast, and satisfactory after-sales service. This aspect includes ease of service, speed of handling, staff competence, and customer comfort in receiving service when product problems arise.
 - a) Satisfactory service provided.
 - b) Prompt order fulfillment.
- d. Aesthetics: Aesthetics encompasses the visual and aesthetic appeal of a product. An attractive design can differentiate a product in the market, even if its basic function is similar to other products. Aesthetic indicators include:
 - a) Good taste.
 - b) Good product appearance.

Hypothesis Development

Influence of Brand Image on Repurchase Intention

Pradika & Hussein (2023) explain that brand image has a positive and significant influence on repurchase intention. The better the brand image, the more likely customers are to make repeat purchases.

A strong brand image reflects the values valued by consumers. Asnain (2020) also stated that brand image has a positive and significant influence on repurchase intention. Similar findings were presented by Sutanto & Kussudyarsana (2024), who showed that brand image has a positive and significant influence on repurchase intention. Based on these findings, brand image has a positive and significant influence on repeat purchase intention.

In the SOR framework, brand image acts as a stimulus that shapes consumers' internal evaluation of a product. A favorable brand image may strengthen positive perceptions and increase the likelihood that consumers will repurchase the same brand. Prior studies have also reported a positive relationship between brand image and repurchase intention. Therefore, the following hypothesis is proposed:

H1: Brand image has a positive and significant effect on repurchase intention.

Influence of Brand Trust on Repurchase Intention

Darmaningsih et al. (2023) stated that brand trust has a positive and significant effect on repurchase intention. This indicates that the higher the brand quality and reliability, the greater the consumer's interest in repeat purchases. Nur et al. (2024) found that brand trust has a partial positive and significant effect on repurchase intention. The same finding was expressed by Freddy Cahyadi et al. (2024), who stated that brand trust has a positive and significant effect on repurchase intention. Based on these findings, brand trust has a positive and significant effect on repeat purchase intention.

Brand trust functions as a stimulus that reduces uncertainty and increases consumers' confidence in the product. When consumers believe that a brand is reliable and able to deliver consistent benefits, they are more likely to develop repurchase intention. Previous studies have similarly found a positive relationship between brand trust and repurchase intention. Therefore, the following hypothesis is proposed:

H2: Brand trust has a positive and significant effect on repurchase intention.

Influence of Product Quality on Repurchase Intention

Purnapardi & Indarwati (2022) explain that product quality has a positive and significant effect on repurchase intention. This means that the higher the product quality that meets consumer expectations, the greater their intention to make repeat purchases in the future.

Kerta et al., (2024) also showed that product quality has a positive and significant effect on repurchase intention. Similar findings were presented by Munthe et al., (2025), who stated that product quality is an important factor in driving repurchase intention. Based on these findings, product quality has a positive and significant effect on repurchase intention.

Product quality represents a tangible stimulus that consumers evaluate directly through product experience. When product quality is perceived as good and consistent, consumers are more likely to maintain favorable evaluations and repurchase the product. Prior studies also indicate that product quality positively affects repurchase intention. Therefore, the following hypothesis is proposed:

H3: Product quality has a positive and significant effect on repurchase intention.

Figure 2. Conceptual Framework
Source: Author 2026

Based on the conceptual framework described above, hypothesis testing was conducted to examine the relationship between the independent and dependent variables. Therefore, the hypothesis in this study is formulated as follows:

H1: Brand image has a positive and significant effect on repurchase intention.

H2: Brand trust has a positive and significant effect on repurchase intention.

H3: Product quality has a positive and significant effect on repurchase intention.

METHODS

This study employed a quantitative approach with a causal research design and analyzed the data using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The method was considered appropriate because the study aimed to examine the causal relationships between Brand Image, Brand Trust, Product Quality, and Repurchase Intention.

This research was conducted from November 2025 until the completion of the data processing stage. The research activities included data collection, data analysis, and the preparation of the research report. This research was conducted among consumers who had purchased and consumed Aqua brand bottled drinking water (AMDK) in the Jakarta area. The research location was selected based on the high level of bottled drinking water consumption in the area.

The sample size was determined based on the indicator-to-sample approach commonly applied in PLS-SEM. Following Hair et al. (2021), the minimum sample can be estimated by multiplying the number of indicators by ten when the population size is not precisely known. Since this study used 28 indicators, the minimum required sample size was 280 respondents. Therefore, the final sample of 280 respondents was considered adequate to support estimation accuracy and the reliability of the SEM-PLS analysis.

Research Design

This study employed a quantitative approach with a causal research design. The quantitative approach was used because the study aimed to statistically test the relationship between the independent and dependent variables. Causal research was used to determine the causal relationship between brand image, brand trust, and product quality on repurchase intention for Aqua bottled water in Jakarta. Data collection was conducted using a survey method using a questionnaire distributed online via Google Forms to respondents who met the research criteria.

Population & Sample

The population in this study was all consumers who have purchased and consumed Aqua bottled drinking water products in the Jakarta area. The sample used in this study was 280 respondents. The sampling technique used was non-probability sampling with a purposive sampling method, which is a sampling technique based on specific criteria.

Data Collection Techniques

The data collection techniques used in this study included primary and secondary data. Primary data was obtained directly from respondents through an online questionnaire distributed using Google Forms. Secondary data was obtained from books, scientific journals, research reports, and other sources relevant to the research topic.

RESULTS and DISCUSSION

Measurement Model Testing (Outer Model)

a. Convergent Validity Test Results

Table 1. Convergent Validity Test Results

Variable	Indicator	Outer Loading	Note
Brand Image	CM.1	0.730	Valid
	CM.2	0.733	Valid
	CM.3	0.722	Valid
	CM.4	0.706	Valid
	CM.5	0.751	Valid
	CM.6	0.711	Valid
	CM.7	0.786	Valid
	CM.8	0.749	Valid
Brand Trust	KM.1	0.806	Valid
	KM.2	0.845	Valid
	KM.3	0.825	Valid
	KM.4	0.790	Valid
Product Quality	KP.1	0.740	Valid
	KP.2	0.800	Valid
	KP.3	0.717	Valid

	KP.4	0.760	Valid
	KP.5	0.706	Valid
	KP.6	0.751	Valid
	KP.7	0.802	Valid
	KP.8	0.720	Valid
Repurchase Intention	MPU.1	0.710	Valid
	MPU.2	0.786	Valid
	MPU.3	0.751	Valid
	MPU.4	0.715	Valid
	MPU.5	0.717	Valid
	MPU.6	0.713	Valid
	MPU.7	0.710	Valid
	MPU.8	0.744	Valid

Source: PLS Output, 2026

Based on the data presented in the table, all indicators for each variable show an outer loading value above 0.50. Therefore, all indicators are declared valid because they meet the requirements for convergent validity.

Based on the results presented in Table 1, all indicators achieved outer loading values above the recommended threshold of 0.70, ranging from 0.706 to 0.845. These results indicate that all indicators have satisfactory convergent validity and are sufficiently strong to represent their respective constructs. In addition, all AVE values exceeded 0.50, confirming that each construct explains more than half of the variance of its indicators. Therefore, the measurement model meets the criteria for convergent validity and can be continued to discriminant validity assessment.

Table 2. Average Variance Extracted Test Results

Variable	Average Variance Extracted (AVE)	Note
X1 : Brand Image	0.542	Valid
X2 : Brand Trust	0.667	Valid
X3 : Product Quality	0.563	Valid
Y : Repurchase Intention	0.535	Valid

Source: PLS Output, 2026

Based on Table 2. all research variables have an Average Variance Extracted (AVE) value above 0.50. The Brand Image variable has an AVE value of 0.542, Brand Trust 0.667, Product Quality 0.563, and Repurchase Intention 0.535. Thus, all variables meet convergent validity criteria and are declared valid. These results indicate that each construct adequately explains its indicators. Therefore, this study meets convergent validity requirements and can proceed to the discriminant validity test, which is conducted by considering the outer loading and AVE values.

b. Discriminant Validity Test
Cross Loading

Table 3. Discriminant Validity Test Results (Cross Loading)

Variable	Brand Image	Brand Trust	Product Quality	Repurchase Intention
CM1	0.730	0.470	0.379	0.447
CM 2	0.733	0.421	0.411	0.420
CM 3	0.722	0.407	0.356	0.375
CM 4	0.706	0.506	0.513	0.462
CM 5	0.751	0.527	0.524	0.469
CM 6	0.711	0.479	0.519	0.444
CM 7	0.786	0.574	0.566	0.450
CM 8	0.749	0.520	0.578	0.497
KM 1	0.569	0.806	0.519	0.487
KM 2	0.576	0.845	0.544	0.471

Variable	Brand Image	Brand Trust	Product Quality	Repurchase Intention
KM 3	0.532	0.825	0.539	0.584
KM 4	0.504	0.790	0.544	0.468
KP 1	0.542	0.523	0.740	0.461
KP 2	0.523	0.494	0.800	0.491
KP 3	0.469	0.487	0.717	0.404
KP 4	0.499	0.527	0.760	0.504
KP 5	0.435	0.445	0.706	0.365
KP 6	0.442	0.450	0.751	0.472
KP 7	0.526	0.504	0.802	0.518
KP 8	0.514	0.505	0.720	0.483
MPU 1	0.478	0.487	0.478	0.710
MPU 2	0.501	0.496	0.469	0.786
MPU 3	0.428	0.398	0.431	0.751
MPU 4	0.342	0.386	0.401	0.715
MPU 5	0.405	0.438	0.397	0.717
MPU 6	0.476	0.473	0.484	0.713
MPU 7	0.437	0.429	0.430	0.710
MPU 8	0.463	0.498	0.520	0.744

Source: PLS Output, 2026

Table 3. shows a stronger correlation between brand image indicators and several constructs (CM1 = 0.730, CM2 = 0.733, CM3 = 0.722, CM4 = 0.706, CM5 = 0.751, CM6 = 0.711, CM7 = 0.786, CM8 = 0.749) compared to the correlation between all other constructs and brand image indicators. In addition, these indicators are stronger than the relationship between brand trust indicators and other constructs, as indicated by the high correlation values of KM1 = 0.806, KM2 = 0.845, KM3 = 0.825, and KM4 = 0.790 on the brand trust construct. There is a stronger correlation between the product quality construct and its indicators (KP1 = 0.740, KP2 = 0.800, KP3 = 0.717, KP4 = 0.760, KP5 = 0.706, KP6 = 0.751, KP7 = 0.802, KP8 = 0.720) compared to the correlation between the product quality indicators and other constructs. Finally, no other construct has a stronger relationship with the repurchase intention construct than its own indicators (MPU1 = 0.710, MPU2 = 0.786, MPU3 = 0.751, MPU4 = 0.715, MPU5 = 0.717, MPU6 = 0.713, MPU7 = 0.710, MPU8 = 0.744).

Table 4. Discriminant Validity Test Results (Fornell Larcker)

Variable	Brand Image (X1)	Brand Trust (X2)	Product Quality (X3)	Repurchase Intention (Y)
Brand Image (X1)	0.736			
Brand Trust (X2)	0.667	0.817		
Product Quality (X3)	0.660	0.657	0.750	
Repurchase Intention (Y)	0.609	0.621	0.621	0.731

Source: PLS Output, 2026

When compared to other variables in the same column, all variables in Table 4. have higher values when interpreted. Compared to other factors in the same column, brand image stands out with a value of 0.736. Just like the other factors, the brand trust variable excels in terms of correlation, with a value of 0.817. Compared to other factors in the same column, product quality stands out with a value of 0.750. Similarly, among all the variables analyzed, repurchase intention has a higher value in its own column, namely 0.731.

Table 5. Discriminant Validity Heterotrait-Monotrait Ratio (HTMT)

Variable	Brand Image (X1)	Brand Trust (X2)	Product Quality (X3)	Repurchase Intention (Y)
Brand Image (X1)				
Brand Trust (X2)	0.775			
Product Quality (X3)	0.737	0.762		
Repurchase Intention (Y)	0.684	0.714	0.694	

Source: PLS Output, 2026

Table 5. shows that the HTMT value is below the threshold of 0.90, which indicates that the discriminant validity between constructs in this study has been met well.

Table 6. Cronbach's Alpha Test Result

Variable	Cronbach's alpha	Remark
Brand Image	0.879	Reliable
Brand Trust	0.834	Reliable
Product Quality	0.889	Reliable
Repurchase Intention	0.876	Reliable

Source: PLS Output, 2026

All variables in this study have a Cronbach's alpha value of more than 0.70, as shown in Table 4.10. The Brand Image variable has a Cronbach's alpha value of 0.879, Brand Trust of 0.834, Product Quality of 0.889, and Repurchase Intention of 0.876. Thus, it can be concluded that all variables have a high level of reliability because they have met the reliability criteria based on the Cronbach's alpha value.

Table 7. Reliability Test Results

Variable	Composite reliability	Remark
Brand Image	0.904	Reliable
Brand Trust	0.889	Reliable
Product Quality	0.911	Reliable
Repurchase Intention	0.902	Reliable

Source: PLS Output, 2026

The Composite Reliability Test shows that all variables have a composite reliability value of more than 0.70, as shown in Table 7. The Brand Image variable has a composite reliability value of 0.904, Brand Trust of 0.889, Product Quality of 0.911, and Repurchase Intention of 0.902. These results indicate that all latent variables in this study can be measured well using the questionnaire instrument, because they have met the reliability criteria so that the measurement results are considered consistent.

Testing the Measurement Model (Inner Model)

Table 8. R-Square Test Results

Variable	R-square
Repurchase Intention	0.492

Source: PLS Output, 2026

Based on Table 8, the R-square value of the Repurchase Intention variable is 0.492. This indicates that brand image, brand trust, and product quality together are able to explain 49.2% of the variation in consumer repurchase intention, while the remaining 50.8% is influenced by other factors outside the research model that were not examined in this study.

The R² value of 0.492 indicates that the model has moderate explanatory power, meaning that Brand Image, Brand Trust, and Product Quality jointly provide a meaningful explanation of repurchase intention. However, all f² values are small, which implies that each independent variable has a limited standalone contribution. This finding is important because it shows that repurchase intention toward AQUA is better understood as the outcome of a combined evaluative process rather than the effect of a single dominant predictor. Therefore, while the three variables are statistically significant, their practical influence should be interpreted as complementary rather than individually strong.

Furthermore, the remaining unexplained variance suggests that repurchase intention may also be influenced by other factors not included in this study.

Table 9. F-Square Test Results

Relationship Between Variables	F-Square	Effect Size
Brand Image -> Repurchase Intention	0.052	Small
Brand Trust -> Repurchase Intention	0.071	Small
Product Quality -> Repurchase Intention	0.076	Small

Source: PLS Output, 2026

Based on the f^2 value criteria, namely 0.02 (small), 0.15 (medium), and 0.35 (large), the results in Table 4.13 indicate that all independent variables have a small influence on Repurchase Intention. This is indicated by the f^2 value of Brand Image of 0.052, Brand Trust of 0.071, and Product Quality of 0.076, all of which are above 0.02 but still below 0.15. Thus, each variable makes a small contribution to consumer repurchase intention.

Table 10. Q-Square Test Results

Variable	Q ² predict
Repurchase Intention	0.470

Source: PLS Output, 2026

According to Table 4.14, the Q-Square value of the Repurchase Intention variable (Y) is 0.470, which is greater than 0. It can be said that the model shows that the influence of brand image, brand trust, and product quality on repurchase intention has predictive relevance.

Table 11. Hypothesis Test Results

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CM -> MPU	0.238	0.240	0.075	3.163	0.001
KM -> MPU	0.276	0.275	0.065	4.223	0.000
KP -> MPU	0.283	0.287	0.072	3.912	0.000

Source: PLS Output, 2026

The data from the hypothesis test can be seen in the table above, and shows that:

1. The first hypothesis test (H1) shows that the Brand Image variable has a coefficient value of 0.238, a T-statistic of 3.163, and a P-value of 0.001. The T-statistic is greater than 1.645 and the P-value is less than 0.05, so it can be concluded that Brand Image has a positive and significant effect on Repurchase Intention. Therefore, the first hypothesis (H1) is accepted.
2. The second hypothesis test (H2) shows that the Brand Trust variable has a coefficient value of 0.276, a T-statistic of 4.223, and a P-value of 0.000. These results indicate that Brand Trust has a positive and significant effect on Repurchase Intention, so the second hypothesis (H2) is accepted.
3. The third hypothesis test (H3) shows that the Product Quality variable has a coefficient value of 0.283, a T-statistic value of 3.912, and a P value of 0.000. This indicates that Product Quality has a positive and significant effect on Repurchase Intention, so the third hypothesis (H3) is accepted.

CONCLUSION

This study confirms that Brand Image, Brand Trust, and Product Quality significantly influence Repurchase Intention for AQUA bottled drinking water in DKI Jakarta. However, the findings should not be interpreted merely as confirmation of the three hypotheses. The moderate R^2 value indicates that the model provides a meaningful explanation of repurchase intention, while the small f^2 values suggest that each variable contributes in a complementary rather than dominant way. This means that consumers' intention to repurchase AQUA is shaped by the combined evaluation of brand-related and product-related factors, not by a single predictor alone. In practical terms, the findings imply that AQUA's repurchase intention can be maintained not only by preserving product quality, but also by strengthening consumer trust and sustaining a positive brand image in a market characterized by increasing competition and changing consumer perceptions.

This study has several limitations. First, the research was limited to consumers in DKI Jakarta, so the findings may not be fully generalizable to consumers in other regions. Second, the study used a cross-sectional design and self-reported questionnaire data, which capture consumer perceptions at one point in time and may not fully reflect changes in actual repurchase behavior. Third, the model

examined only three predictors of repurchase intention, whereas the remaining unexplained variance indicates that other factors outside the present model may also influence consumers' repurchase decisions.

Future studies are recommended to examine additional variables that may explain repurchase intention more comprehensively, such as price perception, electronic word of mouth, customer satisfaction, perceived value, or green marketing. Further research may also compare AQUA with competing bottled water brands or extend the study to other regions in order to improve generalizability. In addition, future studies may use a broader research design, including comparative or longitudinal approaches, to better capture changes in consumer evaluation and repurchase behavior over time.

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