



Repurchase intention and word of mouth factors in the millennial generation against various brands of Boba drinks during the Covid 19 pandemic

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Abstract

The purpose of this research was to find out whether 1) Price promotion, 2) Brand image, 3) Food quality and 4) Perceived value of several Taiwanese *boba* beverage brands in Jakarta affect the satisfaction of millennial generation customers. 5) Does Customer Satisfaction affect the Repurchase Intention of Taiwan *boba* drinks and 6) Does Customer Satisfaction affect the Word of Mouth in various Taiwan *boba* beverage brands. A Survey method was used in this research. Data was collected using online instrumentation with a millennial generation target population between the ages of 18 to 38 years in Jakarta and surrounding areas. Data collection was carried out, when the world first faced the COVID 19 pandemic. The sample used in this study amounted to 285 respondents, and the data collection techniques used convenience sampling. Partial Least Square-Structural Equation Modelling with PLS plus 3.0 program was used as an approach in testing the data collected. The findings of the study stated that price promotion on several brands of *boba* drinks did not affect the satisfaction of millennials in consuming them, while brand image, food quality, perceived value all affected the satisfaction of millennials in consuming various brands of *boba* drinks. Millennial generation satisfaction was found to influences repurchase intention and word of mouth.

Keywords: Price, promotion, brand image, food quality, perceived value, customer satisfaction, repurchase intention, word of mouth.

Introduction

The growth rate of the food and beverage business globally is inseparable with the emergence of a variety of food and beverage brands from certain countries and it has become a culinary trend in many countries. Consumption patterns that are influenced by human lifestyles and technological advances are factors that influence the emergence of food or beverage trends in society (Amato et al., 2017). Millennials is a term created by Howe and Strauss (2000) and refers a group of consumers including Baby Boomers and Generation X. Millennials are part of a society that has a lifestyle that is in accordance with current conditions, and this generation was born between 1982 - 2002 (Elam, Stratton & Gibson, 2007) and have a tendency to coexist with information technology so that it will be easy to access and obtain information including the latest concerning the F&B industry. Customer satisfaction delivers a leading indicator of consumer purchase intentions and loyalty towards a product or service.

The object of this research was the variety of brands of boba drinks in Jakarta that are much in demand by the public, especially the millennial generation consumer. The variety of boba beverage brands that dominate the market include Sugar Tiger, Xing Fu Tang, Quickly, Kokumi, KOI, Xiboba, Chatime and several other brands. When the online media Detik Food reviewed the holding of the 2019 boba festival in Jakarta this got enthusiastic support from the people of Jakarta. However, the occurrence of the COVID 19 pandemic with the social distancing policy tended to break the chain of distribution of COVID 19 (Allcott et al., 2020) and it affected the purchase pattern of boba drinks. This was then limited by ordering through online applications because the outlets did not serve direct purchases to customers because the malls were not open to the public as long as the PSBB regulations are enacted and the conditions affected the sale of Taiwan's boba drinks in Jakarta.



This research was carried out based on a perceived research gap from a previous research on the development of promotion variables to be tested for their effect on customer decision behavior (Banerjee & Singhanian, 2018), by developing variable price promotion and brand image, food quality and perceived value as factors influencing repurchase intentions and word of mouth with customer satisfaction in various brands of boba drinks in Jakarta.

Literature Review and Hypothesis

A. Price Promotion Relationship with Customer Satisfaction

The purpose of price promotion is to increase sales, build good relationships with customers, and to be ready to compete with competitors, bring in new customers, and maintaining customer loyalty (Bogomolova 2017). Factors that influence customer satisfaction in restaurants are service quality, food and beverage quality, friendly prices (Andaleeb & Conway, 2006; Nguyen et al., 2018) obtained in accordance with customer expectations. Price promotion significantly influences customer satisfaction (Huang et al., 2014; Hanaysha, 2017; Moslehi & Haeri, 2016; Nicolaidis, 2008). Promotions that are directly related to the selling price become an attraction for customers to buy the product being sold. Service experiences and promotions in due course serve as a way for customers to appraise the quality of a product or service offering, and they form their overall quality perceptions of the product or service. Based on previous research, the following hypothesis is determined:

H1 Price promotion has a significant effect on satisfaction

B. Relationship of Brand Image with Customer Satisfaction

Brand Image is an important aspect of marketing that is subjective because it is a perception that is formed through consumer interpretation (Mete & Davies, 2017; Nicolaidis, 2008a). Overall brand image affects the satisfaction of casual dining restaurants (Espinosa et al., 2018). The corporate brand image of Starbuck coffee influences customer satisfaction in Taiwan (Tu & Chang, 2012). Brand image is the originator that helps achieve customer satisfaction (Song, Wang & Han, 2019). Based on previous research, the following hypothesis is determined:

H2 Brand Image provides a significant influence on customer satisfaction

C. Relationship between Food Quality and Customer Satisfaction

Food quality can be defined as suitability to be used as food ingredients for consumption and leads to customer satisfaction. Thus, quality can be described as a requirement needed to meet the needs and expectations of consumers and to exceed them (Nicolaidis, 2012; Peri, 2006). The characteristics of a product have significance in determining the level of product acceptance for users (Cardello, 1995). Food quality in the coffee chain affects customer satisfaction as ascertained by Huang et al., (2014). Food quality affects satisfaction at the restaurant outlet of a luxury hotel (Han & Hyun, 2017). Food quality has a significant effect on restaurant customer satisfaction (Nicolaidis, 2012; Abdullah et al., 2018; Banerjee & Singhanian, 2018). Delightful eating experiences provide a fond memory, one of which is influenced by the quality of food that causes consumers to be satisfied, believe in and provide positive word of mouth on a product served to them (Jalilvand et al., 2017). Based on references from previous studies, the following hypotheses are established:

H3 Food quality has a significant influence on customer satisfaction

D. Relationship between Perceived Value and Customer Satisfaction

Perceived value can be interpreted as a customer's view of a value that they get after buying (Zeithaml, 1988). The perceived value of the customer is a significant determinant of customer satisfaction (Ryu, Lee & Kim, 2012; Nicolaidis 2016). Perceived value significantly influences organic restaurant customer satisfaction (Konuk, 2019). Restaurant quality encourages

perceive value perceived by customers in consuming healthy foods (Jin et al., 2018). Customers assume that perceived value is influenced by the overall picture of fast food restaurants (Ryu, Han & Kim, 2008). Based on references from previous studies, the following hypotheses are established:

H4 Perceived value provides a significant effect on satisfaction

E. Relationship between Customer Satisfaction and Repurchase Intention

The desire to repurchase a food or beverage product is a form of response from the customer of the experience of enjoying the product. Customer satisfaction affects repurchase intention in the coffee chain (Huang et al., 2014). Customer satisfaction has a positive influence on repurchase intention in restaurants and cafes (Nicolaidis, 2016; 2012, 2008; Berliansyah & Suroso, 2018). Customer satisfaction influences customer repurchase intention in the fast food industry (Anwar & Gulzar, 2011; Nicolaidis, 2008). Satisfaction has a significant influence on repurchase intention in coffee shops (Moslehi & Haeri, 2016). Customer satisfaction has a positive influence on Starbucks coffee repurchase intentions (Quintao & Prasonnguskarn, 2017). Based on references from previous studies, the following hypotheses were determined:

H5 Customer Satisfaction has a significant influence on repurchase intention

F. Relationship of Customer Satisfaction with Word of mouth

WOM is one of the most important channels of information dissemination between individuals (Ismagilova et al., 2017). Quality and service environment affect the value of customer service received from a service experience and will result in satisfaction that affects word of mouth (Laroche et al., 2005; Ramphal & Nicolaidis, 2014). Satisfaction affects word of mouth in the fast food industry (Anwar and Gulzar, 2011). Customer Satisfaction has a positive effect on word of mouth in food and drink services at universities (Kim, Ng & Kim, 2009; Jalilvand et al., 2017). Given that customers have different values and assess services differently, it is highly probable that the same service or product will be perceived differently, thus word of mouth is a great help when coming from ones friends and family.

Based on references from previous studies, the following hypotheses are determined:

H6 Customer Satisfaction has a significant effect on word of mouth

Based on the description of developing hypotheses, the research model is as follows:

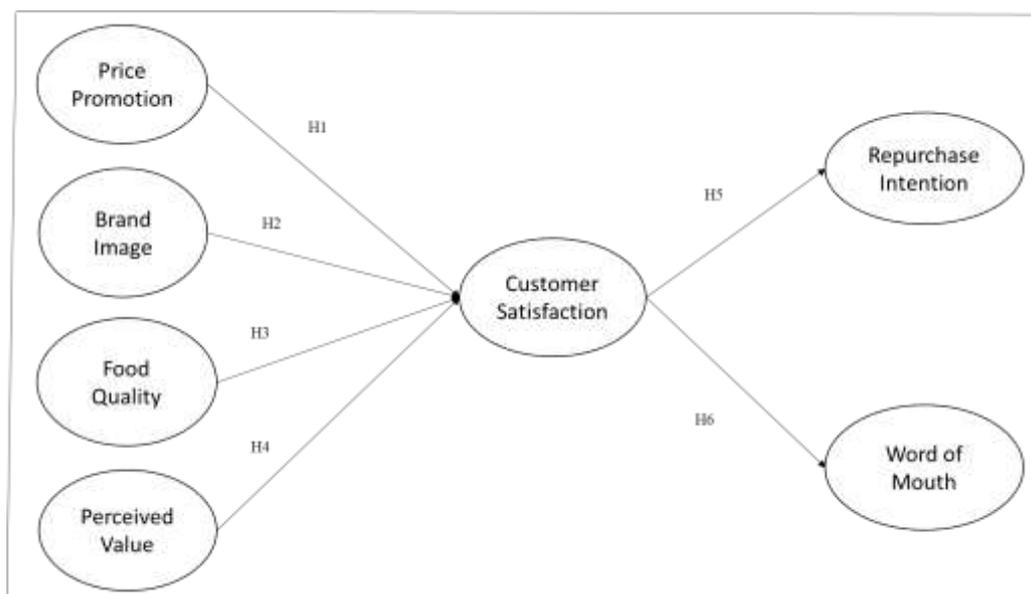


Figure 1. Empirical research model to be tested



Research methods

In this study a survey method was used. Data collection was carried out using a convenience sampling technique and an online questionnaire instrument for millennials between the ages of 18 and 38 years who live in the Greater Jakarta area. According to Hair, Black, Babin and Anderson (2014) general rules for the number of samples needed in quantitative research are at least five times the number of indicators and it would be better if you have a 10: 1 ratio between the sample and the number of indicators to be analyzed. This study uses 21 indicators of the seven constructs to be tested, in distributing online questionnaires a dn received 285 responses so that they meet the requirements.

The first part of the questionnaire is the respondent profile and the second part contains indicators relating to the variables to be tested namely: Price Promotion, Brand Image, Food Quality, Perceived Value, Customer Satisfaction, Repurchase Intention and Word of Mouth. Indicators of Price Promotion are adapted from research (Huang et al., 2014), indicators from Brand Image are adapted from research (Jin, Lee and Huffman, 2012), indicators from Food Quality are adapted from research by Jalilvand et al., (2017) and also Huang et al., (2014). Indicators of perceived value are adapted from research by Itani, Kassar and Loureiro, (2019) and also Konuk, (2019). Indicators of Customer Satisfaction were adapted from various other researchers (Itani, Kassar & Loureiro, 2019; Hanaysha, 2016; Konuk, 2019). Indicators of Repurchase Intention were adapted from research (Huang et al., 2014) and Word of Mouth Indicators were adapted from research (Konuk, 2019). This study used a point Likert scale with 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Statistical analysis using the Partial Least Square Model (PLS-SEM) with Smart PLS 3.0 software.

Table 1. Profile of Respondents

Aspect		Frequency	Percentage
Gender	Men	80	28.1
	Woman	205	71.9
Age	18-24 years old	255	89.5
	25-31 years old	20	7
	32-38 years old	10	3.5
Status	College student	206	72.3
	Private	50	17.5
	Entrepreneur	8	2.8
	the other	21	7.4
Frequency	1-2 times	152	53.3
	3-4 times	64	22.5
	> 4 times	69	24.2
Spending	<50,000	198	69.5
	Rp.50,000-Rp100,000	74	26
	> Rp 10,000	13	4.5
Region	Jakarta	91	31.9
	Bogor	7	2.5
	Depok	4	1.4
	Tangerang	141	49.5
	Bekasi	2	0.7
	Others	40	14

Source : 2020 processed data

The total number of samples in this study was 285, an explanation of the profile of respondents was as follows: 71.9% were female respondents and 28.1% were men. Respondents aged 18-24 years comprised 89.5%, aged 25-31 years 7% and aged 32-38 years 3.5%. Judging from the status of work, students were 72.3%, working in the private sector were 17.5%,



entrepreneur accounted for 2.8% and others 7.4%. Frequency of buying boba drinks within three months during the COVID pandemic 19: 1-2 times 53.3%, as many as 3-4 times 22.5% and more than 4 times as much as 24.2%, the amount of money spent personally to buy boba drinks under Rp. 50,000 as much as 69.5%, Rp 50,000 - 100,000 as much as 26% and above Rp 100,000 as much as 4.5%. regions buy boba drinks in Jakarta 31.9% Bogor, 2.5% Depok 1.4% Tangerang, 49.5% Bekasi 0.7%. Other regions 14%.

Measurement Models

We started by measuring the validity and reliability of all constructs and indicators by finding the Average Variance Extracted (AVE) and outer loading values. The basis of the decision used for the Average Variance Extracted (AVE) value and outer loading or factor loading value was a minimum of 0.5 and 0.7 (Hair et al., 2014). The next step in the validity test was to count discriminatory analysis with reference to the Fornell-Lacker criteria which states that the average (AVE) square value of each variable is greater than the correlation value between constructs in the model.

Table 2 shows that that instrument measurements are valid, AVE values range from 0.577 to 0.961. while the indicator values of all constructs tested have a loading factor or outer loading value ranging from 0.623 to 0.961. According to Hair et al (2014) the value of outer loading between 0.4 to 0.7 can be maintained if it is able to make the AVE value increase. According to Ghazali and Latan (2015), in reliability testing a composite reliability value must be sought, in this study CR values ranged from 0.801 to 0.971 which means it has exceeded the minimum value requirement of 0.7 (Hair et al., 2014)

Table 2. Evaluation of Measurement Models

Constructs and Items	Outer Loading
Brand Image / BI (AVE = 0.630, CR = 0, 836)	
BI.1 I am very familiar brand of beverage boba which I bought	0, 789
BI.2 The boba brand that I bought is of good quality	0, 851
BI.3 Brand boba that I bought had the impression that fashionable and trendy.	0, 737
Customer Satisfaction / S (AVE = 0.828, CR = 0, 935)	
C S . 1 I like this boba drink	0, 881
C S . 2 This boba drink meets my expectations	0, 925
C S . 3 I am satisfied to buy this boba drink	0, 923
Food Quality / FQ (AVE = 0.577, CR = 0, 801)	
FQ.1 The taste of the drink is delicious and refreshing	0, 879
FQ.2 The quality of this boba is consistent	0, 755
FQ.3 Boba drinks are a choice of flavors	0, 623
Perceived Value / PV (AVE = 0, 716, CR = 0, 883)	
PV.1 drink boba is according to the money that is paid	0, 845
PV.2 I get experience with drinking both of this boba	0, 876
PV.3 I will continue to buy this boba drink even though the price is a bit expensive	0, 816
Price Promotion / PP (AVE = 0.717, CR = 0, 883)	
PP.1 Get cash back when purchasing boba drinks	0, 872
PP.2 price promo at the end of the week	0, 868
PP.3 Buy one get one free	0, 798
Repurchase Intention (AVE = 0,919, CR = 0, 971)	
RI.1 I intend to buy this boba again	0, 956
RI.2 I most likely bought this boba drink again	0, 961
RI.3 I am willing to buy this boba drink again	0, 956
Word of Mouth (AVE = 0.848, CR = 0, 943)	
WoM.1 I say something positive about this boba drink to others	0, 899
WoM.2 I recommend this boba drink to others	0, 933
WoM.3 I would say to friends and relatives to choose boba this .	0, 930

Note: AVE = Average Variance Extracted ; CR = Composite Reliability * = significant (two-tailed test, $p < 0.05$)

Source: Processed Data Results (2020)



Table 3 demonstrates that the discriminant validity test was done to comply the root value AVE is greater than the value of the correlation between variables.

Table 3. Franer - Larcker Criteria

	PP	BI	FQ	PV	CS	RI	WoM
PP	0.794						
BI	.628	0.910					
FQ	0.612	0.614	0.760				
PV	0.561	0.695	0.572	0.846			
CS	.198	.191	.333	.246	0.847		
RI	0.536	0.783	0.522	0.617	.166	.958	
WoM	0.584	0.619	0.533	0.496	0.199	0.695	0.921

Source: Processed Data Results (2020)

Structural Model

Structural models are stages for calculating R^2 , collinearity test and hypothesis testing. The higher the value of R^2 , the better the prediction of exogenous constructs on endogenous constructs. Table 4 describes that the Word of Mouth construct has an R^2 of 0.383 or 38.3% so that it can be said that the Word of Mouth construct is explained by the Customer satisfaction construct of 38.3% and the remaining 61.7% is explained by other constructs that are not explained in this study. The construct of Customer satisfaction has an R^2 value of 0.591 or 59.1% which means that the Customer Satisfaction construct is explained by the construct of Price Promotion, Brand Image, Food Quality and Perceived Value of the remaining 59.1% by 40.9% explained by other constructs that are not explained in this study. Finally, the Repurchase Intention construct with R^2 of 0.613 or 61.3%, means the Customer Satisfaction construct explains the Repurchase Intention construct of 61.3% and the remaining 38.7% is explained by other constructs not examined.

Table 4. Evaluation of R^2

Variable	R^2
WoM	0, 383
CS	0, 591
RI	0, 613

Source: Processed Data Results (2020)

The collinearity test aimed to find out whether the research model has a collinearity tendency. The basis for decision making for the limit value of collinearity, if $VIF < 5$ means there were no symptoms of collinearity. If $VIF > 5.0$, then there is a tendency of collinearity (Hair et al., 2014) Table 5 shows that the VIF value in the construct model has a value below 5.0, so it can be concluded that there is no collinearity in the model tested.

Table 5. Evaluation of Collinearity

As a predictor of CS		As a predictor of PI		As a predictor of WoM	
Construct	VIF	Construct	VIF	Construct	VIF
BI	1, 790	CS	1, 00	CS	1, 00
FQ	1, 926				
PV	1, 672				
PP	1, 132				

Source: Processed Data Results (2020)

The test done of hypotheses was to determine their influence between the constructs so that decisions are taken and is supported or not supported. Hypothesis testing by taking into account the t table limit is 1.65 (*level of significance* = 5%). The hypothesis of this study is



that the hypothesis is not directed (*in directional hypothesis*). Therefore, hypothesis testing was done with a *two-tailed test* . If the value of t counts more than 1.65, it can be concluded that the hypothesis is supported. Table 6 shows that the H1 *Price Promotion* effect has a value of t count 0.916 < 1.65 then H1 is not supported while the H2, H3, H4, H5 and H6 have a value of t count > 1.65 and then the five hypotheses are supported this research .

Table 6. Hypothesis Test Results

Hypothesis	Path coefficient	T count it	Decision
H1: <i>Price Promotion</i> effect on <i>Customer Satisfaction</i>	-0,040	0,916	not supported
H2: <i>Brand Image</i> effect on <i>Customer Satisfaction</i>	0,256	4,333	supported
H3: <i>Food Quality</i> impact on <i>Customer Satisfaction</i>	0,222	2,612	supported
H4 : <i>Perceived Value</i> effect on <i>Customer Satisfaction</i>	0,434	6,630	supported
H5. <i>Customer Satisfaction</i> effect on <i>Repurchase Intention</i>	0,783	15,058	supported
H6 <i>Customer Satisfaction</i> effect on <i>Word of Mouth</i>	0,619	10,215	supported

Source: Processed Data Results (2020).

Discussion

The results of the first hypothesis testing or H1, Price Promotion affects Customer Satisfaction is not supported. This is not in line with previous studies (Huang et al., 2014; Hanaysha, 2017; and Moslehi & Haeri, 2016). However, holders of boba beverage brands in Jakarta Indonesia such as *Tiger Sugar*, *Xing Fu Tang*, *ONEZO*, *Quickly*, *Chatime* and others should remain consistent in packaging their promotional programs that intersect with promotional prices to create an atmosphere of competitive competition and gain new customers given the food industry and the very generic drinks.

The results of the second hypothesis testing or H2, Brand Image affects Customer Satisfaction is supported. Boba customers are very concerned about the brand of the boba drink they buy considering each brand has a product superiority as a strength and competes with other brands. This makes the customer feel satisfied. This is in line with research conducted by Al-Haddad, (2019), Jin, Lee and Huffman, (2012), and Song, Wang and Han, (2019). Customers assume that the brand is identical with a satisfying quality.

The third hypothesis testing result or H3, Food Quality affects Customer Satisfaction is supported. The quality of boba beverage products from various brands sold in Jakarta have good quality and can be accepted by the public, especially the millennial generation. This is in accordance with research that food quality plays an important role in a person's eating experience (Namkung & Jang, 2007). By providing quality food this will greatly affect customer satisfaction (Ha & Jang, 2010). Food Quality affects Customer Satisfaction in a restaurant (Jin, Lee & Huffman, 2012; Nicolaidis, 2012). Although the quality of boba drinks is able to satisfy customers, boba beverage brand holders should always maintain the quality of food by implementing maximum QC and innovating it according to customer needs.

The results of testing the fourth hypothesis or H4, Perceived Value affects Customer Satisfaction is supported. The value given by the boba beverage brand holder in Jakarta is able to convince customers that the boba drink that is in line with expectations. This is in line with research by Iglesias and Guillén, (2004). The importance of a Perceived Value is in the eyes of the customer as a reference in making choices in buying boba drinks. The high perceived value will make customers feel satisfied and loyal (Kuo et al., 2011).

The results of the fifth hypothesis testing, or H5, Customer Satisfaction affecting Repurchase Intention are supported. An experience of drinking boba drinks offered by the holders of boba beverage brands does not only stop at the point of satisfaction but is able to arouse the intention of customers to re-purchase the boba drinks. This is in agreement with previous



research (Wang & Chang, 2016; Che, Lee and Mu, 2018), the desire to make a repurchase is a reflection of customer behaviour that expectations are met.

The results of the sixth hypothesis testing or H6, Customer Satisfaction affects Word of Mouth is supported. The experience of consuming certain brands of boba drinks that meet customer expectations will stimulate customers to give positive testimonials about the drinking experience they had. This is in line with previous research (Mensah & Dei Mensah, 2018; Kwun, Ellyn & Choi, 2013; Lai, 2020) because positive word of mouth will be very effective in obtaining new customers.

Conclusions

Customers tend to evaluate future purchase intentions based on the value gained from preceding experiences and the relationship benefits. In addition, quality and customer satisfaction have long been understood to play a decisive role for business achievement and endurance in today's competitive marketplace. Customer retention has an important role to play and if one is to meet customers' demands and expectations for the purpose of competing in the market it is crucial to keep quality high. Based on the results of the hypotheses testing, it can be concluded that Price Promotion does not affect Customer Satisfaction, Brand image influences Customer Satisfaction, Food Quality affects Customer Satisfaction, Perceived Value affects Customer Satisfaction, Customer Satisfaction affects Repurchase Intention and Customer Satisfaction affects Word of Mouth. Given these aspects, companies should trail customer's expectations, the perceived performance of boba drinks and customer satisfaction, and companies should also monitor's their competitor's performance in the marketplace so as to improve their offerings,

Word of mouth (WOM) advertisements play a key role in sustainable business and it helps consumers become acquainted to new products and services on offer, as well as the quality of services available. Repurchase intention then is critical as it refers to the consumers propensity to buy products or services from the same business in the future. The limitations in this study are the number of respondents 285, the majority of whom are students and not yet earning so that it will influence the opinions given. Suggestions for further research are to focus more on respondents who have earned income and increase the number of respondents and develop existing research models by testing the effect of the construct Price on the Repurchase Intention construct and one could examine the effect of the Perceived Value construct on the Word of Mouth construct in the food and beverage industry. It is also recommended that future research can be based an increased sample so as to obtain more accurate results. Also along with service quality and satisfaction, future research should integrate other factors and dimensions that can significantly forecast the consumers behaviour, such as value, loyalty, and reasons for purchasing.

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