



To cite this article: Abriandi and Rada Dea Ananda Puspa (2023). THE INFLUENCE OF BRAND IMAGE AND DIGITAL MARKETING ON REPURCHASE INTENTION OF INDONESIAN MIXUE CONSUMERS WITH LIFESTYLE AS A MODERATING VARIABLE, International Journal of Research in Commerce and Management Studies (IJRCMS) 5 (3): 47-59

THE INFLUENCE OF BRAND IMAGE AND DIGITAL MARKETING ON REPURCHASE INTENTION OF INDONESIAN MIXUE CONSUMERS WITH LIFESTYLE AS A MODERATING VARIABLE

Abriandi¹ and Rada Dea Ananda Puspa²

¹Manajemen Program, Universitas 17 Agustus 1945 Jakarta, Indonesia

²Student of Management Program, Universitas 17 Agustus 1945 Jakarta, Indonesia

DOI: <https://doi.org/10.38193/IJRCMS.2023.5304>

ABSTRACT

This study aims to research the effect of brand image and digital marketing on repurchase intention with lifestyle as a moderating variable. The population reached with a sample of 300 respondents who are Mixue Indonesia customers with an age range of 10-25 years old. Purposive sampling was used to distributing questionnaires in the form of a google form. The data processing method uses SmartPLS software to prove the truth of a hypothesis. The results of this study indicate that brand image, digital marketing, and lifestyle has a positive and significant effect on repurchase intention, but lifestyle is unable to moderate the influence of brand image on repurchase intention, and lifestyle is also unable to moderate the influence of digital marketing on repurchase intention. This research provides recommendations to the owners of the Mixue franchise regarding the steps that must be taken is to create new innovations that can support the fulfillment of the consumer's consumptive lifestyle. In addition, a good brand image for the company also needs to be improved because referring to the opinions of respondents in this study, there are still many consumers who do not know Mixue well so they have not increased maximum buying interest. Mixue is also expected to improve the quality of digital marketing so that consumers are interested in buying again.

KEYWORDS: Brand Image, Digital Marketing, Repurchase Intention, Lifestyle

INTRODUCTION

At this time, the boba drink business is rife with various brands. One of the many brands of boba drinks that are known to the people of Indonesia is Mixue. Mixue is a Food & Beverage brand from China, China which was founded in 1997. Mixue's superior products are in the form of boba drinks and also ice cream which have a delicious taste and are liked by many consumers. Quoted from Momentum Works (Databoks, 2022), until 2021 Mixue outlets are spread throughout Asia-Pacific to reach 21,582 outlets. The number of Mixue outlets around the world makes it a Food & Beverage

company that has the most outlets in the world after McDonald's, Subway, Starbucks and KFC. Some analysts in the world say that if Mixue's growth can be very fast in the next 3-5 years, Mixue will be able to beat McDonald's in the number of outlets. In Indonesia alone, Mixue has been present since 2020. In 2021, Mixue has more than 300 outlets in Indonesia. Even though it has been operating for less than three years, Mixue in Indonesia has experienced enormous success. Even until 2023, Mixue will still be the choice of consumers when they want to consume a glass of boba and ice cream. Indirectly, Indonesian consumers have an interest in repurchasing Mixue products. The large number of repurchasing interests in Indonesia allows Mixue to achieve an annual turnover of IDR 24.76 trillion in 2021.



Figure 1. List of Most Franchise Stores in 2021

Data source: Momentum Works (Databoks, 2022)

One of the factors that drive the large number of purchases of a product is consumer repurchase interest. According to Praja (2022) the experience felt by consumers when using certain brands or products influences purchase intention. Purchase intention is included in a person's actions in consuming (Hariyanto et al., 2022). A research result conducted by Putri & Yasa (2022) obtained the result someone who comes repeatedly to the coffee shop is entirely influenced by the good image of the coffee shop. If a brand has a good image in the eyes of its customers, it can cause the brand to gain loyalty which then leads to repeat purchases. The brand image formed by Mixue is for drinks and ice cream products at low prices and outlets that are spread everywhere. Apart from brand image, digital marketing is a variable that has the possibility of influencing repurchase intention. Research by Ginting et al., (2022) proves that the role of digital marketing is very important to influence someone to make online purchases at Shopee. These results are the same as research (Novitasari et al., 2022). The digital marketing carried out by Mixue is carried out through social media content and



advertisements. With digital marketing carried out by Mixue, it can attract consumers to buy back their products.

The number of consumers who are interested in buying Mixue products is dominated by generation Z. Generation Z is currently around 10-25 years old with characteristics of having consumptive behavior. In addition, generation Z has a lifestyle of hedonism that is different from previous generations. Lifestyle reflects how a person behaves. Lifestyle as a behavior carried out by a person based on his interest in becoming a consumer (Rahman & Risman, 2022). Lifestyle is related to how a person explores the world (Tirtayasa et al., 2020). Research originating from Asmoro (2022) states that the frequent shopping lifestyle practiced by generation Z makes them make repeated purchases continuously.

This research was made to test brand image and digital marketing on repurchase intention. This research is different from previous research because the subject of this research focuses on Indonesian Mixue customers, especially the Z generation aged 10-25 years. This research is the first study to place the Lifestyle variable as a variable that moderates the influence of brand image and digital marketing. It is hoped that this research will be able to complement previous research so that the results can provide benefits for Indonesian Mixue Franchise owners to develop factors that can make their business survive in the era of the F&B business which continues to grow in the future.

LITERATURE REVIEW & HYPOTHESIS

Theory of Marketing Management

The grand theory used in this research is marketing management theory. Marketing as a process of fulfilling needs by exchanging something of value (Chong & Ali, 2022). Marketing management is related to activities in maintaining, establishing, and managing markets (Hery, 2019). Marketing management can also be interpreted as exchange activities carried out between buyers and sellers that are profitable (Farida Yulianti, 2019). In marketing management, there are two strategies including the Boston consulting group (BCG) matrix which functions to assist companies in analyzing business units through resource allocation and the ansoff matrix which functions to determine the direction of a business to grow (Saragih et al., 2022).

Effect of Brand Image on Repurchase Intention

Brand image is a consumer belief in a particular brand which then influences consumer interest in purchasing (Putri & Yasa, 2022). Brand image is related to the opinion of customers about the good or bad of a brand. Quoted from research Wijiastuti & Cantika (2021) which states that brand image determines whether someone will return to using GoFood services or choose not to use their services again. This research examines GoFood users in the city of Sorong. According to research Bhakuni et



al., (2021) brand image can assist store managers in attracting customers to repurchase. Research Winoto et al., (2022) the good image created by Honda makes customers more interested in buying Honda car products at Honda dealers in Kalimantan. So, hypothesis H1 is formed: Brand image has a positif and significant effect on repurchase intention.

Effect of Digital Marketing on Repurchase Intention

Digital marketing is an activity of spreading information about products or services between companies and customers using the help of the internet. Digital marketing is a marketing activity in the form of branding with online media (Novitasari et al., 2022). Good digital marketing activities will make someone interested in buying a school yearbook (Nurdin & Hardianti, 2022). Research Vivin Ardisa et al., (2022) obtained the result that a customer will decide to make a purchase on products sold at Hub22 Lounge & Bistro Surabaya when they see a promo given on social media. Research Darmawan & Matoati (2022) states that customers will think about repurchasing MSME products through digital marketing. It can be concluded that the more creative and interesting digital marketing that is carried out by a brand will influence customers to repurchase. From the previous research above, it can form H2: Digital Marketing has a positif and significant effect on repurchase intention.

Effect of Lifestyle on Repurchase Intention

Someone who has a high lifestyle is perceived to influence the intention to repurchase a product. If someone has a high lifestyle, he will repurchase a product more routinely compared to someone who has a simple lifestyle. Research Suhaily et al., (2020) provides that awareness of a healthy and environmentally friendly lifestyle makes consumers want to repurchase stainless steel straw products. Research Priyanto (2022) state that when someone has a hedonistic lifestyle, he will repurchase ramen products in the city of Bandung impulsively. Research Zannuba & Prawitasari (2022) states that high lifestyle is a determining factor whether customers will make purchases of products sold by the Hijablogue boutique in Brebes Regency. If consumers have a level of satisfaction with products that support their lifestyle, there is a high probability that the person will make a repeat purchase. A hypothesis H3 was formed: Lifestyle has a positif and significant effect on repurchase intention.

Moderation of Lifestyle on the Effect of Brand Image on Repurchase Intention

Research Zannah (2022) states that Generation Z in Surabaya buy iPhone products because they are influenced by a good brand image on these products, besides that the hedonistic lifestyle also makes them prefer iPhone over Android. Subsequent research from Wijaya (2021) states that good brand image and a lifestyle that likes to mobilize to be a factor for Surakarta people to buy MacBooks. Research Pamungkas & Guridno (2019) researching Vespa users in South Jakarta and the result is that they buy and use Vespa motorbikes because they are influenced by the lifestyle in their environment and the good image that belongs to Vespa motorbikes is also one of the factors in the purchase. From

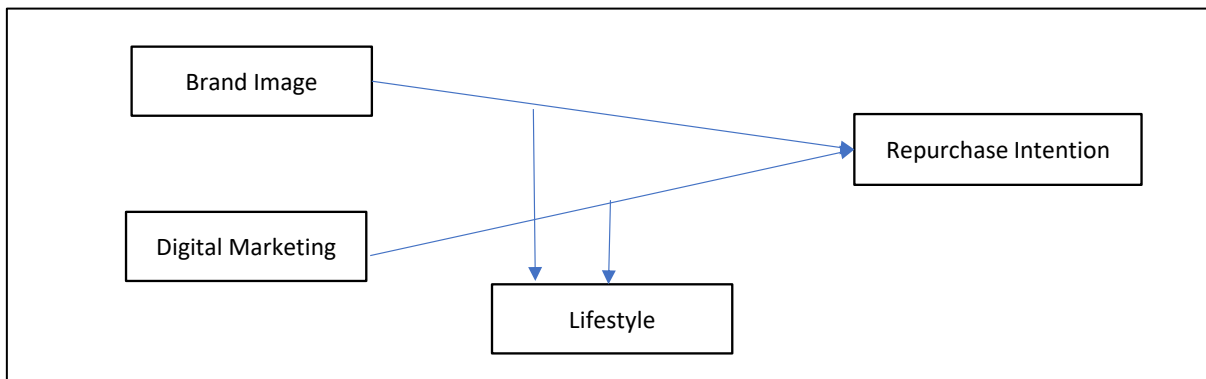
the previous research that has been described, it raises the hypothesis H4: Moderation of lifestyle can strengthen the effect of brand image on repurchase intention.

Moderation of Lifestyle on the Effect of Digital Marketing on Repurchase Intention

Research Samuel et al., (2022) suggests that lifestyle and online promotions have positive results on students repurchase interest to shop at Shopee. In addition, research Pangestu et al., (2023) found that to achieve a healthy lifestyle someone will repurchase Selkom-C products, besides that Instagram ads also influence consumer repurchase intentions. In addition, lifestyle also has positive results on buying interest, meaning that the more lifestyle leads to the importance of a healthy life, the higher the interest in buying Selkom-C products. So, a hypothesis H5: Moderation of lifestyle can strengthen the effect of digital marketing on repurchase intention.

From the description above, it raises a framework that explains the relationship between variables as shown below.

Figure 2. Framework



RESEARCH METHODS

This research is included in the quantitative descriptive research with a population of Indonesian Mixue consumers in the Jakarta area. The sample used is Mixue Indonesia customers aged 10-25 years or those belonging to generation Z. The number of samples used is determined by the Hair method, which is 5 - 10 times the number of indicators (Hair & Alamer, 2022). The data collection technique was a questionnaire distributed to Mixue consumers with the criteria of having bought Mixue products more than once with a Likert scale. Data collection used purposive sampling (Ernantyo & Febry, 2022). The variables studied were divided into four. First, the brand image variable (X1). Brand image is a consumer belief in a particular brand which then influences consumer interest in purchasing (Putri & Yasa, 2022). According to Kotler & Keller (2016) in Fasha et al., (2022), brand image indicators are trusted as well-known brands, attract buyers, have various attractive variants, quality brands,



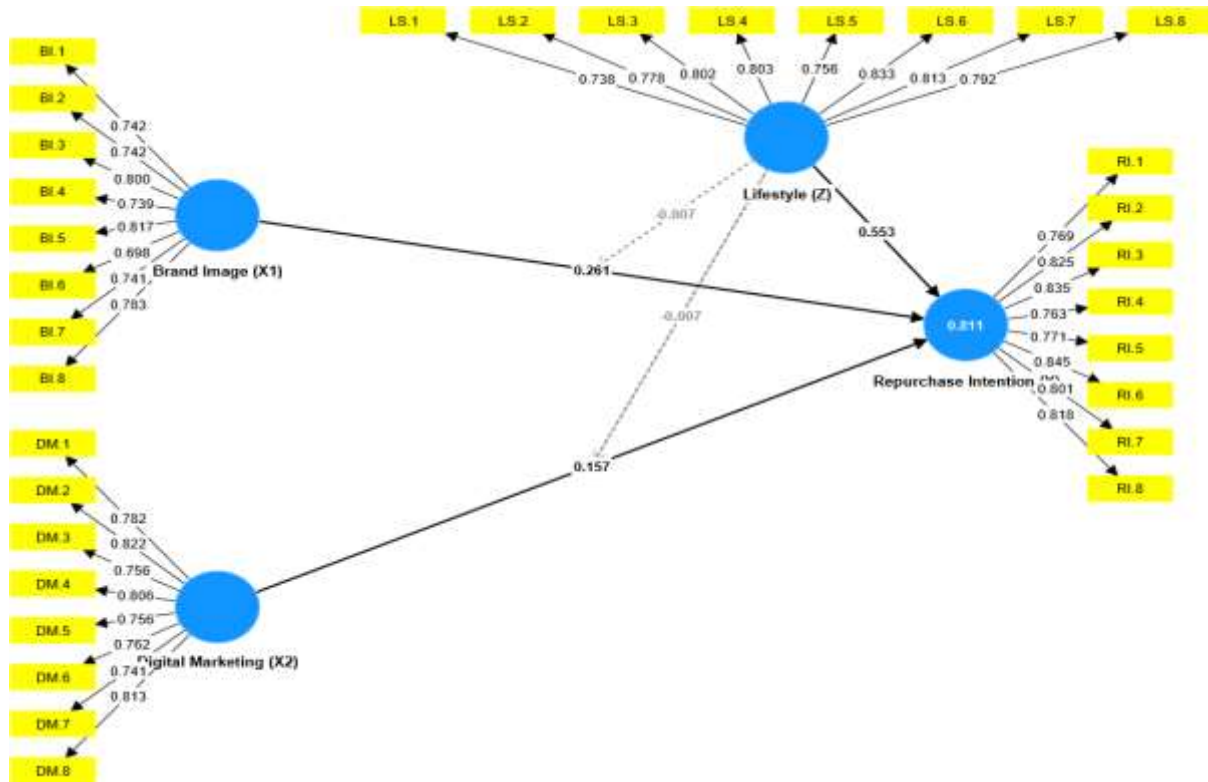
competitive prices, and have unique packaging. Second, the digital marketing variable (X2), Digital marketing is a marketing activity in the form of branding with online media (Novitasari et al., 2022). Digital marketing consists of five indicators namely Website, Search Engine Marketing, Social Media Marketing, Video Marketing, and Online Advertising (Saputra, 2020). Third, the variable repurchases intention (Y) as the dependent variable, repurchase intention is an activity in which a person decides to consume, buy or use a product repeatedly because it is considered to have benefits. Repurchase intention has four indicators, namely transactional interest, referential interest, preferential interest, and exploratory interest (Ferdinand, 2014) (Wulandari et al., 2021). Fourth, the lifestyle variable (Z) is a moderating variable. Lifestyle is a routine activity through one's perception (Sampoerno & Asandimitra, 2021). Lifestyle has three indicators namely activity, interest, and opinion (Peter & Olson, 2014) (Sitepu et al., 2022).

This study uses the smartPLS 4 SEM software in processing data and proving the hypothesis. In proving the hypothesis using the bootstrapping method or also known as random multiplication. To test questions or statements made through questionnaires, validity tests were used, while reliability tests were carried out to find the accuracy of the respondents who filled out the questionnaire. Cronbach's Alpha and Composite Reliability as a measurement for reliability testing. R-Square, F-Square, Estimate for Path Coefficients as three measurement criteria. The R-Square value must be greater than 0.5. Through the bootstrapping method, it will be known whether a hypothesis can be accepted or not by measuring the p-value <0.05 and the t-statistic > 1.96 .

DISCUSSION & RESULT

This study has a selected sample of 300 respondents from Mixue Indonesia customers around Jakarta. Respondents consisted of 162 women (54%) and 138 men (46%). The ages of the respondents in this study were 10-25 years, with 17 people aged 10-15 years (5.7%), 100 people aged 16-20 years (33.3%), and 183 people aged 21- 25 years (61%).

Figure 3. Loading Factor Value



The validity test in this study was seen from the factor loading score. The loading factor is the level of correlation between the total score and the measurement indicators provided that the loading factor is > 0.5 as a marker of whether or not the indicator of a variable is valid. Judging from the picture above, the four variables have a loading factor value above 0.5. So, all indicators can be said to be valid.

Table 1. Reliability and Validity Test

	<i>Cronbach's alpha</i>	<i>rho_a</i>	<i>Composite reliability</i>	<i>AVE</i>
X1	0.894	0.897	0.915	0.575
X2	0.908	0.909	0.926	0.609
Z	0.914	0.914	0.930	0.624
Y	0.922	0.923	0.936	0.646
Z x X1 -> Y	1.000	1.000	1.000	1.000
Z x X2 -> Y	1.000	1.000	1.000	1.000

Furthermore, Cronbach's alpha and composite reliability as a measure for the reliability test. Variables in a study will be declared reliable if the value of both has a score above 0.70. From the table above it can be seen that both scores have a total score above 0.7. Thus, the variables in this study have fulfilled the existing requirements or reliable.

Table 2. Hypothesis Test

	<i>Original sample</i>	<i>Sample mean</i>	<i>Standard deviation</i>	<i>T statistics</i>	<i>P values</i>	<i>Decision</i>
X1 -> Y	0.261	0.256	0.066	3.970	0.000	<i>Accepted</i>
X2 -> Y	0.157	0.164	0.064	2.463	0.014	<i>Accepted</i>
Z -> Y	0.553	0.552	0.064	8.655	0.000	<i>Accepted</i>
Z x X1 -> Y	-0.007	-0.006	0.076	0.093	0.926	<i>Rejected</i>
Z x X2 -> Y	-0.007	-0.008	0.071	0.104	0.917	<i>Rejected</i>

Hypothesis test using the bootstrapping method. The hypothesis will be accepted if the result is a p-value <0.05 or a t-statistical value > 1.96.

Proof of the first hypothesis (H1), brand image has an original sample value of 0.261 with a t-statistics value of 3.970 > 1.96 and a p-value of 0.000. It can be said that brand image has a positive and significant effect on repurchase intention. Brand image can increase repurchase intention by 26.1%. It means good brand image will increase a good perception of consuming its products. As a consumer, we will talk about positive things about a brand if the brand is successful in building a good brand image. Currently, the brand image created by Mixue is ice cream and boba drinks at low prices. Selling its products at low prices creates a good perception among consumers that if they want to drink boba or ice cream at low prices, Mixue is the first-choice consumers can buy. This results support research Bhakuni et al., (2021) and Winoto et al., (2022). So, the first hypothesis (H1) is accepted.

Proof of the second hypothesis (H2), digital marketing has an original sample value of 0.157 with a t-statistics value of 2.463 > 1.96 and a p-value of 0.014. It can be said that digital marketing has a positive and significant effect on repurchase intention. Digital marketing can increase repurchase intention by 15.7%. It means, digital marketing that is more creative and attractive to a brand will create interest in customers so that the interest in buying will also increase. Digital marketing is usually packaged into interesting things such as television advertisements, print media promotions, advertising, and so on so that these attractive graphics make consumers focus on the messages displayed. Mixue has utilized digital marketing to attract consumer attention. Mixue has done several things in digital marketing such as developing advertisements on social media and creating e-flyers. If Mixue can improve digital marketing activities even better, then the impact is that consumers will

be more interested in repurchasing their products. These results support research Vivin Ardisa et al., (2022) and Darmawan & Matoati (2022). So, the second hypothesis (H2) is accepted.

Proof of the third hypothesis (H3), lifestyle has an original sample value of 0.553 with a t-statistics value of $8.655 > 1.96$ and a p-value of 0.000. It can be said that lifestyle has a positive and significant effect on repurchase intention. Lifestyle can increase repurchase intention by 55.3%. It means, the higher a person's lifestyle can increase consumption of a product that supports his lifestyle. As we know, Mixue is a brand of boba drinks and ice cream that is very familiar to the younger generation. They will buy Mixue products, make Mixue locations a place to relax, chat, and do assignments, as well as upload Mixue products to social media. Some of these things are done by the younger generation because they think buying Mixue products is an activity that can support fulfilling their lifestyle. This can be used by Mixue when they want to maintain and increase consumer interest, they just need to create things that can meet consumer lifestyles such as creating new products or updating the design of Mixue outlets to keep them up to date. These results complement research Priyanto (2022) and Zannuba & Prawitasari (2022). So, the third hypothesis (H3) is accepted.

Proof of the fourth hypothesis (H4), lifestyle moderation on the influence of brand image gets an original sample of -0.007 with a t-statistics value of $0.093 < 1.96$ and a p-value of 0.926. It can be said that lifestyle moderation has a negative and insignificant effect on the effect of brand image on repurchase intention. It means, the higher or lower the lifestyle that a person has has no effect on increasing the company's brand image which leads to consumer repurchasing of a product. This can happen because a good brand image will be created by the company itself, not from high or low consumer lifestyles. Furthermore, a high and excessive lifestyle will be able to override a brand's brand image. Consumers will focus on fulfilling their lifestyle regardless of whether the product has a low price, good service or good quality. This result is contrast to Wijaya (2021) and Pamungkas & Guridno (2019). So, the fourth hypothesis (H4) is rejected.

Proof of the fifth hypothesis (H5), lifestyle moderation on the influence of digital marketing gets an original sample of -0.007 with a t-statistics value of $0.104 < 1.96$ and a p-value of 0.917. So, it can be said that lifestyle moderation has a negative and insignificant effect on the effect of digital marketing on repurchase intention. It means, the higher or lower the consumer's lifestyle has no effect on the strong or weak effect of digital marketing on repurchase intention. This can happen because consumers with a high lifestyle will easily be interested in buying anything related to fulfilling their lifestyle regardless of the good or bad aspects of digital marketing from a brand. Consumers with a high lifestyle tend to buy a product that they feel will increase their social status and self-satisfaction. These results do not support research Samuel et al., (2022) and Pangestu et al., (2023). So, the fifth hypothesis (H5) is rejected.



The structural model test can be described as follows, the r-square value is 0.811 or 81.1% with an error value of 18.9%. That is, the variables in this study are strong enough to affect variable Y. However, there is a 18.9% chance that other variables may affect variable Y. The coefficient of influence of brand image is 0.261, digital marketing is 0.157, and lifestyle is 0.553, moderation lifestyle on the influence of brand image on repurchase intention and lifestyle moderation on the influence of digital marketing on repurchase intention of -0.007. Of the five coefficients of influence, the highest value is lifestyle on repurchase intention. So, if a company wants to increase repeat purchases, then the main strategy that must be carried out is to take advantage of the consumptive consumer lifestyle by creating products that support the fulfillment of a consumptive lifestyle. Furthermore, the strategy that can be taken is to improve the brand image followed by digital marketing.

CONCLUSIONS & SUGGESTIONS

The results of this study indicate that brand image, digital marketing, and lifestyle has a positive and significant effect on repurchase intention, but lifestyle is not able to moderate the influence of brand image on repurchase intention, and lifestyle also unable to moderate the influence of digital marketing on repurchase intention. The weakness in this research is that the locations used as research objects are only around DKI Jakarta, it is assumed that Mixue customers in DKI Jakarta cannot yet represent all Indonesian Mixue customers. In addition, the result of the coefficient of determination of the lifestyle variable is the highest. Thus, this study provides recommendations to the owners of the Mixue franchise regarding the steps that must be taken is to create new innovations that can support the fulfillment of the consumer's consumptive lifestyle. In addition, a good brand image for the company also needs to be improved because referring to the opinions of respondents in this study, there are still many consumers who do not know Mixue well so they have not increased maximum buying interest. Mixue is also expected to improve the quality of digital marketing so that consumers are interested in buying again. For future researchers, it is hoped that they can expand the sample by conducting research at other locations outside the Jakarta area in the hope of being able to get respondents with more varied answers, as well as adding other variables that can be factors to increase repurchase interest such as taste and consumer trust as variables. independent and customer satisfaction as a moderating variable.

REFERENCES

- Asmoro, A. K. (2022). Study Of Online Repurchase Interest in Generation Z with Perceived Risk, Trust, and Lifestyle as Antecedent Variables. *Journal Economic Dan Business*, 11, 401–408.
- Bhakuni, P., Rajput, S., Sharma, B. K., & Bhakar, S. S. (2021). Relationship Between Brand Image and Store Image as Drivers of Repurchase Intention in Apparel Stores. *Gurukul Business Review*,



17(1). <https://doi.org/10.48205/gbr.v17.6>

Chong, D., & Ali, H. (2022). Literature Review: Competitive Strategy, Competitive Advantages, And Marketing Performance on E-Commerce Shopee Indonesia. *Dinasti International Journal Of Digital Business Management*, 3(2), 2715–419. <https://doi.org/10.31933/dijdbm.v3i2>

Darmawan, T. A., & Matoati, R. (2022). The Influence of Digital Marketing of MSME Food Products on Consumer Repurchase Interests in Sukabumi. *SAINS: Journal of Management and Business*, 15(1), 146–170.

Databoks. (2022, December 29). Mixue Has the 5th Most Stores in the World, Burger King Loses. <https://Databoks.Katadata.Co.Id/Datapublish/2022/12/29/Mixue-Punya-Gerai-Terbanyak-Ke-5-Di-Dunia-Burger-King-Kalah>.

Ernantyo, Y. E., & Febry, T. (2022). The Effect of Digital Marketing and Customer Relationship Marketing Implementation on Customer Satisfaction and Repurchase Intention at Kisah Kita Ngopi Cafe. *K&K_Journal of Manajemen*, 1(2), 107–127.

Farida Yulianti, L. (2019). *Marketing Management* (H. A. Susanto, Ed.). CV Budi Utama.

Fasha, A. F., Robi, M. R., & Windasari, S. (2022). Determination of purchasing decisions through buying interest: brand ambassadors and brand image (marketing management literature review). *Journal of Management Education and Social Sciences*, 3(1), 30–42.

Ferdinand, A. (2014). *Management Research Methods*. Diponegoro University Publishing Agency.

Ginting, Y. M., Moses, A., Sinaga, R., & Nainggolan, R. D. (2022). SEIKO : Journal of Management & Business Analysis The Influence Of Digital Marketing, Product Differentiation, Customer Value, Service Quality To Purchase Decision And Repurchase Intention Of Millenial Generation At Shopee Online Shop. *SEIKO: Journal of Management & Business*, 4(3), 134–153. <https://doi.org/10.37531/sejaman.v4i3.2527>

Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3).

Hariyanto, Arief M Y, & Praja Y. (2022). The Influence of Product Quality and Service on Repurchase Interest Through Customer Satisfaction as an Intervening Variable at F3 Situbondo Store. *Entrepreneur Student Journal (ESJ) FEB UNARS*, 1(9), 1784–1795.

Hery. (2019). *Marketing Management*. PT Grasindo.

Kotler, & Keller. (2016). *Marketing Management* (15th ed.). Pearson Education.

Novitasari, D., Tinggi, S., Ekonomi, I., & Pembangunan, I. (2022). SMEs E-commerce Buying Intention: How the Effect of Perceived Value, Service Quality, Online Customer Review, Digital Marketing and Influencer Marketing. *Journal of Information System and Management*, 01(05). <https://jisma.org>

Nurdin, S., & Hardianti, L. (2022). Increasing Purchase Interest Through Digital Marketing Strategy and Brand Equity. In *Jurnal Sain Manajemen* (Vol. 4, Issue 1). <http://ejurnal.ars.ac.id/index.php/jsm>



- Pamungkas, P. A., & Guridno, E. (2019). The Influence of Brand Image, Product Quality and Lifestyle on Vespa Motorcycle User Loyalty in South Jakarta. *Journal of Management Science*, 15(1), 86–97.
- Pangestu, P., Faturohman, & Pradiani, T. (2023). The Influence of Instagram Ads, Lifestyle, and Brand Awareness on Interest in Buying Selkom-C Products. *Journal of Economic and Business*, 2(1).
- Peter, & Olson. (2014). *Consumer Behavior and Marketing Strategy*. Erlangga.
- Praja, Y. (2022). The Influence of Advertising, Price and Product Quality on Consumer Repurchase Interests of Kapal Coffee in Bondowoso Regency. *Journal of Indonesian Management and Business*, 08, 31–41.
- Priyanto, R. (2022). The Effect of Store Atmosphere, Country of Origin, And Lifestyle on Repurchase Intention at The Ramen Store in Bandung City. *Media Wisata*, 20(2), 332–343.
- Putri, K. A. M. A., & Yasa, N. N. K. (2022). The Role of Customer Satisfaction as Mediating Variable on the Effect of Brand Image towards Coffee Shop Customer’s Repurchase Intention. *European Journal of Business and Management Research*, 7(2), 149–154. <https://doi.org/10.24018/ejbmr.2022.7.2.1271>
- Rahman, A., & Risman, A. (2022). Is Behavior Finance Affected by Income, Learning Finance, and Lifestyle? *The EURASEANs: Journal on Global Socio-Economic Dynamics*, 4(29), 29–40.
- Sampoerno, A. E., & Asandimitra, N. (2021). The Influence of Financial Literacy, Income, Hedonism Lifestyle, Self-Control, and Risk Tolerance on Financial Management Behavior in Millennial Generation. *Jurnal Ilmu Manajemen (JIM)*, 9(3), 1002–1014.
- Samuel, S., Widjaja, D., & Reynaldo, M. (2022). The Opportunity of Digital and Technology Disruption. *Proceeding National Conference Business, Management, and Accounting (NCBMA)*, 5, 627–636.
- Saputra, D. H. (2020). *Digital Marketing: Business Communication Made Easier*. Yayasan Kita Menulis.
- Saragih, L., Banjarnahor, A. R., Anggraini, N., Sudarso, A., Muliatie, Y. E., Lie, D., & Prasetyo, A. (2022). *Marketing Management Strategy*. Yayasan Kita Menulis.
- Sitepu, J. H., Khair, H., & Pasaribu, F. (2022). The Influence of Lifestyle and Promotion on Yokke EDC (Electronic Data Capture) Consumer Satisfaction Mediated by Purchasing Decisions” (Case Study of Yokke EDC Users PT. Mitra Transaction Indonesia). *Jesya (Journal of Economics and Sharia Economics)*, 5(1), 200–214.
- Suhaily, L., Darmoyo, S., Boentoro, S., & Anasthashia, E. (2020). The Impact of Green Product Innovation, Green Perceived Quality to Purchase Intention Moderated by Lifestyle on Stainless Steel Straw (Vol. 5).
- Tirtayasa, S., Nevianda, M., & Syahrial, H. (2020). The Effect of Hedonic Shopping Motivation, Shopping Lifestyle and Fashion Involvement with Impulse Buying. *International Journal Of Business Economics (Ijbe)*, 2(1), 18–28.
- Vivin Ardisa, F., Sutanto, J. E., & Sondak, M. R. (2022). The Influence of Digital Marketing,



Promotion, and Service Quality on Customer Repurchase Intention at Hub22 Lounge & BistroSURABAYA. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 6. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>

Wijaya, A. A. (2021). Analysis of The Influence of Brand Image, Lifestyle and Product Quality on Interest to Buy Macbook Products In Surakarta. Universitas Muhammadiyah Surakarta.

Wijiastuti, R. D., & Cantika, N. (2021). The Effect of Perceived Price, Brand Image and Service Quality on Interest in Repurchasing Gofood Services in Sorong City. *Kalianda Halok Gagas*, 4(1), 1–8.

Winoto, H., Tecoalu, M., & Ferryday. (2022). The Role Of Customer Satisfaction In Mediation The Influence Of Brand Image And Price On Repurchasing Interest. *COSTING: Journal of Economic, Business and Accounting*, 5(2), 1690–1697. www.oto.com

Wulandari, A., Wahyuni, D. P., & Nastain, M. (2021). Consumer Buying Interest: A Survey of Shopee Consumers in Yogyakarta. *Journal of Media and Communication Science*, 4(3), 123–134.

Zannah, D. A. M. (2022). The Effect of Brand Image, Price and Lifestyle On Purchase Decisions of Iphone Brand Smartphones (Case Study Of Generation Z In Surabaya City) Suwitho Indonesian College Of Economics (Stiesia) Surabaya. *Journal of Management Science and Research*, 11(7), 1–16.

Zannuba, S. H., & Prawitasari, D. (2022). The Effect of Lifestyle and Quality of Service Through Consumer Satisfaction on Repurchase Intentions. *Journal of Business Management Focus*, 12(2), 176–193. <https://doi.org/10.12928/fokus.v12i2.6640>