

The influence of Marketing Mix (4P) on consumer repurchase intention of AMDK X mediated by brand image and consumer attitude



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ABSTRACT

This study aims to examine the effects of the marketing mix, comprising product, price, place, and promotion, on repurchase intention, with brand image and consumer attitude serving as mediating variables in the context of a high-pH bottled drinking water brand in Indonesia. A quantitative explanatory research design was employed using purposive sampling, with data collected from 100 valid respondents through a five-point Likert-scale questionnaire. The proposed relationships were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that promotion and consumer attitude have positive and significant effects on repurchase intention. Furthermore, consumer attitude significantly mediates the relationships between product, price, and promotion and repurchase intention, whereas brand image does not exhibit a significant mediating effect. These findings highlight consumer attitude as the primary mechanism through which marketing mix strategies influence repurchase intention. This study contributes to the consumer behavior and marketing literature by clarifying the mediating roles of consumer attitude and brand image in repurchase decisions within the bottled water industry. The findings also provide practical implications for marketers by emphasizing the importance of strengthening positive consumer attitudes through effective product, pricing, and promotional strategies to encourage repeat purchases.

Keywords: Marketing Mix; Brand Image; Customer Attitude; Repurchase Intention



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INTRODUCTION

The Bottled Drinking Water industry, locally known as Air Minum Dalam Kemasan (AMDK), represents one of the most stable and consistently growing sectors in Indonesia. The Indonesian Bottled Drinking Water Association (ASPADIN) notes that the volume growth of the AMDK industry has remained steady at approximately 5–8% per year (Setiawan, 2026). This market stability is projected to persist through 2026, with an estimated total production reaching 47 billion liters generated from the operational activities of 707 factories across Indonesia (Khuzai, 2026). This growth signifies that the AMDK industry holds substantial and robust potential in the market, while concurrently indicating that market competition is becoming increasingly intense.

The primary challenge for companies within this sector is retaining their consumer base amid such high competition. Although bottled drinking water offers a homogenous basic benefit, consumers still develop preferences for specific brands and engage in repeat purchases. This statement is supported by the survey data from the 2025 Marketeers Youth Choice Award, which was conducted among 1,183 respondents across 44 universities in Indonesia. The findings revealed distinctive brand preferences among consumers, with Le Minerale leading at 31%, followed by Aqua at 24%, Nestlé Pure Life at 21%, Cleo at 16%, and AMDK X at 8% (Marketeers, 2025). These figures clearly demonstrate that despite the homogeneous nature of the product, consumers still maintain strong preferences for specific brands. Paradoxically, AMDK falls under the category of low-involvement products, which are typically purchased without an in-depth evaluation process (Sitanggang & Sitanggang, 2021). This condition renders consumers relatively prone to brand-switching, given the wide availability of alternatives in the market. Consequently, companies must implement appropriate marketing strategies to effectively enhance consumer repurchase intention and sustain their business presence amidst an increasingly competitive landscape (Sachlan et al., 2025).

One of the strategic frameworks available to companies is the marketing mix (product, price, place, promotion) (Kotler & Keller, 2018), wherein its effectiveness in driving repurchase intention does not solely operate through a direct path. Instead, it is heavily influenced by how this marketing mix is perceived by consumers through the roles of brand image and consumer attitude. A brand image that is strongly embedded in consumer memory can deter shifting to alternative products (Keller, 2020), the formation of which is also influenced by innovative marketing mix strategies that are high in quality and competitive (Gultom et al., 2024). Moreover, an optimal combination of the marketing mix fosters a positive consumer attitude (Cahaya et al., 2025), which ultimately contributes to an increase in their purchase intention (Kartawinata et al., 2020).

The object of this study is a specific AMDK brand that offers a unique value proposition with its high-pH content tailored for a healthy lifestyle. Despite offering this distinct differentiation, the brand continues to face rigorous market competition. Based on a preliminary survey conducted with 10 consumers, all respondents evaluated the product quality as good and held a positive perception of the product. However, only 3 respondents expressed an intention to repurchase. This finding highlights a clear gap between the positive evaluations given by consumers and their low intention to repurchase.

Prior studies have established that the 4Ps marketing mix significantly influences consumer repurchase intention (Marcella et al., 2024; Halisa et al., 2024). Furthermore, research by Cahaya et al. (2024) and Fitria et al. (2023) indicates that the marketing mix affects brand image, and that brand image is capable of mediating the effect of the

marketing mix on purchasing decisions. Similarly, Rizky and Aprianingsih (2024) alongside Kartawinata et al. (2020) have demonstrated that consumer attitude successfully mediates the relationship between the marketing mix and purchasing decisions.

To date, research evaluating the effect of the 4Ps marketing mix on repurchase intention as concurrently mediated by both brand image and consumer attitude remains heavily limited, particularly within the AMDK industry. A research gap still exists regarding how the marketing mix can simultaneously influence repurchase intention through the dual mechanisms of brand image formation and consumer attitude. Against this background, this study aims to analyze the effect of the 4Ps marketing mix on repurchase intention, mediated by brand image and consumer attitude toward AMDK X.

LITERATURE REVIEW AND HYPOTHESES

Marketing Mix

According to Kotler and Armstrong (2018), the marketing mix is a set of integrated marketing tools designed to attract customers, satisfy their needs, and build positive, long-term relationships with them. The four primary components of the marketing mix include :

- **Product:** Any goods or services offered by a company to the market to gain attention, which are ultimately acquired or purchased by consumers to fulfill their needs.
- **Price:** The amount of money that must be paid by consumers to obtain a specific product.
- **Place:** All activities undertaken by a company to ensure the product is accessible to the target consumers. This concept encompasses all decisions involved in distributing the right product to the right market at the right time.
- **Promotion:** The efforts made by a company to communicate the merits of their product and to persuade and motivate consumers to purchase it.

Brand Image

Brand image refers to the consumers' views, perceptions, or beliefs regarding a particular brand (Song, 2021). Alternatively, brand image can be defined as the consumers' perception of a brand, which is reflected by the cluster of brand associations held in the consumers' memory (Safitri, 2022). The indicators evaluated within the brand image construct consist of corporate image and product image. Corporate image refers to the consumer's perception or impression of the company producing the brand, whereas product image represents the consumer's perception of the quality, benefits, and characteristics of the products offered under that brand (Fakhrudin, 2020).

Consumer Attitude

Consumer attitude is an evaluation developed through a consumer's direct experience within their social environment and personal observations. Attitude can be conceptualized as a hypothetical construct that represents the extent to which an individual likes or dislikes a specific subject (Lim et al., 2020). The multidimensional evaluation framework for consumer attitude variables is classified into cognitive, affective, and behavioral components (Theressa, 2017).

Repurchase Intention

Repurchase intention is defined as the consumer's intent, attitude, and behavioral tendency to buy a previously purchased product again in the future (Hikmat, 2022). It is a post-purchase behavioral outcome that surfaces primarily because customers feel satisfied with the product they have previously consumed (Ekaprana & Giantari, 2020). When customers are highly satisfied with their initial purchase, they exhibit a greater willingness to engage in repeat purchases from the same brand; consequently, they no longer need to go through an extensive decision-making process because they are already deeply familiar with the brand (Priambodo & Farida, 2020). Nevertheless, repurchase intention remains an initial plan or mental commitment to perform a purchase in the future, which may not always be implemented since actual buying behavior is also bounded by an individual's financial capability to make the purchase (Hikmat, 2022).

The Effect of Marketing Mix on Repurchase Intention

The marketing mix comprising product, price, place, and promotion, serves as a set of critical drivers that stimulate repurchase intention, although its empirical impact may vary contextually. A product quality that matches consumer expectations (Marcella et al., 2024; Sofiyan & Amron, 2024), fair and consistent pricing (Manumpil et al., 2021), convenient retail location access (Manumpil et al., 2021), and relevant as well as engaging promotional intensity (Sofiyan & Amron, 2024) have been shown to significantly strengthen consumers' repeat purchase intentions.

The Effect of Marketing Mix on Brand Image

A well-controlled and strategic marketing mix can successfully reinforce a powerful brand image in the minds of consumers (Cahaya et al., 2024). According to Genoveva and Berliana (2021), each distinct element of the marketing mix exerts a positive and significant influence on brand image. When the products sold are of high quality, the pricing is fair relative to the perceived value received, the distribution channel is effective, and the promotions are executed consistently, the overall brand image will become progressively stronger.

The Effect of Marketing Mix on Consumer Attitude

The marketing mix is capable of enhancing consumer attitude across its three psychological dimensions: cognitive, affective, and behavioral. Continuous improvement in product quality, competitive pricing, ease of location accessibility, and attractive promotions will simultaneously cultivate a positive consumer attitude toward both the product and the brand (Rizky & Aprianingsih, 2024). Furthermore, an optimal combination of marketing strategies can generate favorable mental perceptions among consumers, thereby reinforcing their emotional attachment and psychological alignment with the product (Kartawinata et al., 2020).

The Effect of Brand Image on Repurchase Intention

As a brand image becomes more favorable, the probability of consumers engaging in repeat purchases increases accordingly (Gultom et al., 2024). This assessment aligns with empirical findings by Carolina (2024), which demonstrate that a positive perception toward a brand significantly elevates the consumer's desire and willingness to repurchase the product.

The Effect of Consumer Attitude on Repurchase Intention

Consumer attitude exerts a positive and significant influence on consumer repurchase intention. Consumers who hold favorable attitudes, perceptions, and outlooks toward a product are more likely to develop trust and satisfaction, which ultimately drives them to make repeated purchases (Nguyen, 2020). This dynamic is further corroborated by complementary research indicating that a positive attitude increases the likelihood of repeat purchases because it establishes a reliable baseline of confidence toward the product or brand (Chitranapawong & Chirapanda, 2025).

Hypotheses

Based on the results of prior research, the hypotheses to be tested in this study are formulated into the following list.

Table 1
Hypotheses

Direct	Indirect
H1: Product significantly affects the Brand Image of high-pH AMDK X.	H15: Brand Image mediates the effect of Product on the Repurchase Intention of high-pH AMDK X consumers.
H2: Product significantly affects the Repurchase Intention of high-pH AMDK X consumers.	H16: Brand Image mediates the effect of Price on the Repurchase Intention of high-pH AMDK X consumers.
H3: Product significantly affects the Consumer Attitude toward high-pH AMDK X.	H17: Brand Image mediates the effect of Place on the Repurchase Intention of high-pH AMDK X consumers.
H4: Price significantly affects the Brand Image of high-pH AMDK X.	H18: Brand Image mediates the effect of Promotion on the Repurchase Intention of high-pH AMDK X consumers.
H5: Price significantly affects the Repurchase Intention of high-pH AMDK X consumers.	H19: Consumer Attitude mediates the effect of Product on the Repurchase Intention of high-pH AMDK X consumers.
H6: Price significantly affects the Consumer Attitude toward high-pH AMDK X.	H20: Consumer Attitude mediates the effect of Price on the Repurchase Intention of high-pH AMDK X consumers.
H7: Place significantly affects the Brand Image of high-pH AMDK X.	H21: Consumer Attitude mediates the effect of Place on the Repurchase Intention of high-pH AMDK X consumers.
H8: Place significantly affects the Repurchase Intention of high-pH AMDK X consumers.	H22: Consumer Attitude mediates the effect of Promotion on the Repurchase Intention of high-pH AMDK X consumers.
H9: Place significantly affects the Consumer Attitude toward high-pH AMDK X.	
H10: Promotion significantly affects the Brand Image of high-pH AMDK X.	
H11: Promotion significantly affects the Repurchase Intention of high-pH AMDK X consumers.	
H12: Promotion significantly affects the Consumer Attitude toward high-pH AMDK X.	
H13: Brand Image significantly affects the Repurchase Intention of high-pH AMDK X consumers.	

H14: Consumer Attitude significantly affects the Repurchase Intention of high-pH AMDK X consumers.

METHOD

This research applies an explanatory design. Explanatory research refers to matters related to the process of explaining a particular event or situation that is expected to occur (Sari et al., 2023). According to Mulyadi (2019), explanatory research inherently involves testing the hypothesized relationships among variables. This study incorporates seven variables, consisting of four independent variables (X: product, price, place, promotion), one dependent variable (Y: repurchase intention), and two mediating variables (consumer attitude and brand image).

The population in this study comprises individuals who have previously consumed AMDK X products, as they are considered more experienced and knowledgeable regarding the implemented marketing mix. The sampling technique employed is non-probability sampling, specifically focusing on purposive sampling (judgment sampling) (Sekaran & Bougie, 2016). The criterion established for the sample elements is that individuals must have consumed AMDK X products at least once. The minimum sample size required is determined using the Cochran equation (Riduwan, 2015).

$$n_0 = \frac{z^2 pq}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.1)^2} = 96 \text{ respondents}$$

Furthermore, data collection was conducted utilizing a survey method with questionnaires. The questionnaire consists of indicators that have been formulated during the operationalization of variables. Measurement on the questionnaire utilizes a 5-point Likert scale, ranging from strongly disagree to strongly agree.

Subsequently, the obtained data were analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method (Hair & Alamer, 2022). This method is a component of SEM utilized to test relationships between variables and to facilitate theory development in research. PLS-SEM is highly suitable for conditions involving small sample sizes, research models consisting of more than one dependent variable, and data that are not multivariately normally distributed (Hair & Alamer, 2022). Data processing was executed using the SmartPLS 4 software.

RESULTS AND DISCUSSION

Data Analysis

The data collection process was conducted over a period of five days, successfully gathering a total of 105 respondents. Subsequently, the data underwent a screening process. Based on the screening, three respondents stated that they had never consumed AMDK X products, and two respondents filled in identical values for all survey questions, resulting in a standard deviation of zero. Consequently, a total of five data entries were eliminated from the dataset.

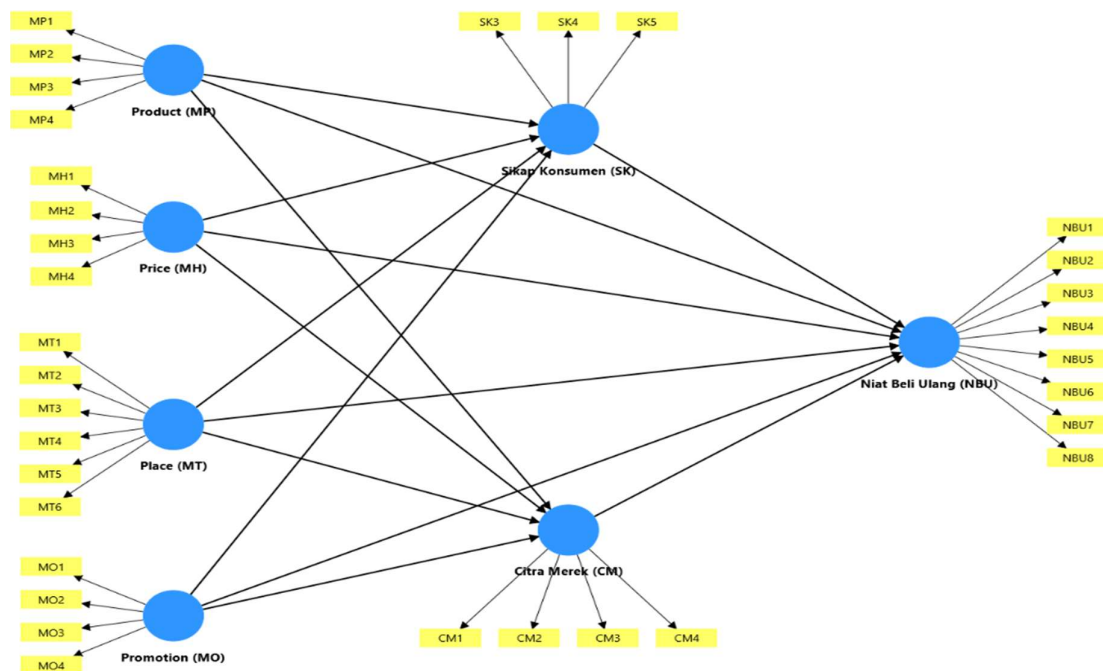
Following the screening, the data were analyzed using SmartPLS 4. First, an evaluation of the outer model was conducted, which included indicator reliability, internal consistency reliability, convergent validity, and discriminant validity tests.

The first stage commenced with the indicator reliability test. In this initial assessment, it was found that the outer loading values for MP5, MP6, SK1, and SK2 fell

below the recommended threshold value of 0.708 (Hair et al., 2021). Through an iterative process and model simulation, a decision was made to drop these four indicators from the research model. This adjustment was justified because the elimination of the four indicators was proven to successfully improve the Average Variance Extracted (convergent validity test) values as well as the Composite Reliability (internal consistency reliability test) values.

Subsequently, the discriminant validity test was performed using the Heterotrait-Monotrait Ratio (HTMT) method to ensure that each latent construct is distinct from one another. A favorable HTMT value should be below 0.90 (Hair et al., 2021). Based on the test results, one construct relationship failed to meet this criterion, specifically between the consumer attitude (SK) and repurchase intention (NBU) variables, which yielded an HTMT value of 0.932. To address this issue, an evaluation of cross-loadings was conducted. The evaluation results revealed that an indicator within the consumer attitude variable, namely SK6, exhibited an excessively high correlation with the repurchase intention construct, amounting to 0.814. Therefore, it was decided that the SK6 indicator would be eliminated.

The following are the path model results after the removal of the five indicators (MP5, MP6, SK1, SK2, and SK6).



Source: Data analyzed, 2026

Figure 1
Path Model

Following that adjustment, the outer model re-evaluation was performed, and the subsequent validity and reliability results were obtained. The subsequent validity and reliability tests are summarized in Table 2.

Table 2
Validiy & Reability Result

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Brand Image (CM)	0.821	0.881	0.65
Repurchase Intention (NBU)	0.906	0.924	0.603
Place (MT)	0.875	0.906	0.615
Price (MH)	0.883	0.919	0.74
Product (MP)	0.826	0.885	0.657
Promotion (MO)	0.878	0.916	0.733
Consumer Attitude (SK)	0.882	0.927	0.808

Source: Data Analyzed, 2026

Based on the Cronbach's alpha and composite reliability metrics used to assess internal consistency reliability, all dimensions fell within the range of 0.7 to 0.95, adhering to the standards established by Hair et al. (2021). Thus, it can be affirmed that all dimensions successfully satisfied the internal consistency reliability criteria. Furthermore, regarding the convergent validity test, where the required benchmark is an Average Variance Extracted (AVE) value greater than 0.5, the table indicates that all values met the existing standard. Consequently, all dimensions are proven to be both reliable and valid. Following this, the discriminant validity test was executed using the HTMT method.

Subsequently, a discriminant validity test was conducted. Discriminant validity measures the extent to which a construct in the model differs from other constructs. This assessment is evaluated using the Heterotrait-Monotrait Ratio (HTMT) method. Standard guidelines dictate that for constructs with conceptual similarities, the maximum acceptable threshold value is 0.90. The empirical output of this HTMT analysis is presented in Table 3.

Table 3
HTMT Result

	Brand Image (CM)	Repurchase Intention (NBU)	Place (MT)	Price (MH)	Product (MP)	Promotion (MO)	Consumer Attitude (SK)
Brand Image (CM)							
Repurchase Intention (NBU)	0.662						
Place (MT)	0.669	0.537					
Price (MH)	0.729	0.734	0.556				
Product (MP)	0.83	0.632	0.576	0.795			
Promotion (MO)	0.515	0.714	0.492	0.574	0.452		
Consumer Attitude (SK)	0.664	0.899	0.476	0.781	0.711	0.619	

Source: Data Analyzed, 2026

Based on the results of the HTMT test, all values were strictly below 0.90, thereby concluding that all constructs successfully fulfilled the discriminant validity criteria. The

analysis then proceeded to the inner model evaluation to determine the relationships between variables and to test the research hypotheses.

This phase involved several steps: collinearity assessment, structural model path coefficients, and evaluation of the coefficient of determination (R^2). The initial step evaluated the collinearity assessment using the Variance Inflation Factor (VIF) method. Standard guidelines dictate that VIF values must be less than 5, or more ideally less than 3 (Hair et al., 2021). The empirical output of this multicollinearity evaluation is presented in Table 4.

Table 4
Colinearity Assessment Result

	Brand Image (CM)	Repurchase Intention (NBU)	Place (MT)	Price (MH)	Product (MP)	Promotion (MO)	Consumer Attitude (SK)
Brand Image (CM)		2.355					
Repurchase Intention (NBU)							
Place (MT)	1.485	1.62					1.485
Price (MH)	2.209	2.636					2.209
Product (MP)	1.976	2.461					1.976
Promotion (MO)	1.442	1.597					1.442
Consumer Attitude (SK)		2.308					

Source: Data Analyzed, 2026

The test results demonstrated that all figures were below 3. Therefore, none of the variables suffered from collinearity issues. The subsequent analysis involved assessing the structural model paths. This was executed using the bootstrapping method configured with 10,000 subsamples to evaluate the significance of relationships between constructs (Hair et al., 2021). The criteria for a 5% significance level dictate that a hypothesis is accepted if the T-statistic value is greater than 1.96 and the P-value is less than 0.05 (Hair et al., 2021).

The results are divided into two parts: direct effects and indirect (mediating) effects. The comprehensive findings for both pathways are detailed in Table 5.

Table 5
Direct & Indirect Effect Result

	Original sample (O)	T statistics (O/STDEV)	P values	Hypotheses
Product (MP) -> Brand Image (CM)	0.412	4.143	0	Accepted
Product (MP) -> Repurchase Intention (NBU)	-0.036	0.374	0.708	Rejected
Product (MP) -> Consumer Attitude (SK)	0.235	2.274	0.023	Accepted
Price (MH) -> Brand Image (CM)	0.186	1.914	0.056	Rejected

Price (MH) -> Repurchase Intention (NBU)	0.087	0.952	0.341	Rejected
Price (MH) -> Consumer Attitude (SK)	0.405	3.878	0	Accepted
Place (MT) -> Brand Image (CM)	0.239	2.401	0.016	Accepted
Place (MT) -> Repurchase Intention (NBU)	0.066	0.904	0.366	Rejected
Place (MT) -> Consumer Attitude (SK)	-0.001	0.011	0.991	Rejected
Promotion (MO) -> Brand Image (CM)	0.083	0.945	0.345	Rejected
Promotion (MO) -> Repurchase (NBU)	0.227	3.224	0.001	Accepted
Promotion (MO) -> Consumer Attitude (SK)	0.253	2.684	0.007	Accepted
Citra Merek (CM) -> Repurchase Intention (NBU)	0.101	0.956	0.339	Rejected
Consumer Attitude (SK) -> Repurchase Intention (NBU)	0.564	7.436	0	Accepted

Source: Data Analyzed, 2026

Indirect Effect

	Original sample (O)	T statistics ([O/STDEV])	P values	Hypotheses
Product (MP) -> Brand Image (CM) - > Repurchase Intention (NBU)	0.042	0.852	0.394	Rejected
Price (MH) -> Brand Image (CM) -> Repurchase Intention (NBU)	0.019	0.819	0.413	Rejected
Place (MT) -> Brand Image (CM) -> Repurchase Intention (NBU)	0.024	0.857	0.391	Rejected
Promotion (MO) -> Brand Image (CM) - > Repurchase Intention (NBU)	0.008	0.55	0.582	Rejected
Product (MP) -> Consumer Attitude (SK) - > Repurchase Intention (NBU)	0.133	2.018	0.044	Accepted

Price (MH) -> Consumer Attitude(SK) - >Repurchase Intention (NBU)	0.228	3.758	0	Accepted
Place (MT) -> Consumer Attitude(SK) - >Repurchase Intention (NBU)	0	0.011	0.991	Rejected
Promotion (MO) -> Consumer Attitude(SK) - >Repurchase Intention (NBU)	0.143	2.36	0.018	Accepted

Source: Data Analyzed, 2026

Based on those results, 7 direct effect hypotheses and 3 mediating effect hypotheses were supported. The analysis reveals that consumer attitude is empirically proven to be a robust mediating variable that successfully bridges the effects of product, price, and promotion on the repurchase intention of the high-pH AMDK X product.

The final step in evaluating the inner model was to assess the predictive capability of the model in explaining the endogenous variables. The assessment standard ranges from 0 to 1, where a value of 0.75 indicates a substantial/strong model, 0.50 denotes a moderate model, and 0.25 represents a weak model (Hair et al.,2021). The results are summarized in the Table 6.

Table 6
Coefficient of Determination

	R-square adjusted	Result
Brand Image (CM)	0.554	Moderate
Repurchase Intention (NBU)	0.716	Moderate (approaching substantial)
Consumer Attitude (SK)	0.545	Moderate

Source: Data Analyzed, 2026

Product – Consumer Attitude / Brand Image – Repurchase Intention

The empirical findings demonstrate that the product dimension does not exert a significant direct effect on consumer repurchase intention. Based on qualitative insights from several consumers, this phenomenon occurs because bottled drinking water (AMDK) is characterized as a low-involvement product with a high substitution rate, primarily perceived by consumers merely as a tool to quench thirst. Consequently, the functional benefits offered by the brand do not spontaneously trigger repeat purchases, particularly when alternative brands are available at lower prices or feature more familiar taste profiles.

Furthermore, although the product contributes positively to the direct formation of brand image, brand image fails to mediate the relationship between product and repurchase intention. Consumers acknowledge that AMDK X possesses a premium health-oriented image, yet this perception alone does not stimulate repeat buying behavior; commodity products are seldom repurchased solely due to an appealing brand image.

Conversely, the product dimension significantly influences consumer attitude directly, and consumer attitude successfully acts as a powerful mediator between product and repurchase intention. Feedback from consumers indicates that repurchase intention strongly surfaces only when they find the taste agreeable, comprehend the functional health benefits, and directly experience the positive physical impact on their bodies.

These empirical findings present a contrast to, yet also support, prior research. This study diverges from Cahaya et al. (2024) as well as Genoveva and Berliana (2021), who argue that the marketing mix strengthens brand image to drive repeat purchases (Gultom et al., 2024; Carolina, 2024). In the case of AMDK X, a premium health-oriented brand image fails to mediate repurchase intentions. This discrepancy occurs because AMDK is a low-involvement commodity. Consumer behavior is driven more by price adjustments and taste familiarity rather than brand prestige alone.

Conversely, the product dimension significantly influences consumer attitude directly. Consumer attitude also successfully acts as a powerful mediator toward repurchase intention. This particular finding strongly aligns with the framework by Rizky and Aprianingsih (2024) and Kartawinata et al. (2020) regarding positive attitude formation through product elements. Furthermore, it corroborates the research by Nguyen (2020) and Chitranapawong and Chirapanda (2025). For commodity products, repeat purchases rely heavily on a reliable baseline of confidence, satisfaction, and direct physical agreement, such as taste preference and health benefits within the consumer's attitude.

Price – Consumer Attitude / Brand Image – Repurchase Intention

Price fails to directly stimulate both repurchase intention and brand image. According to consumer insights, this condition occurs because the product is priced above the average AMDK market rate, thereby failing to trigger spontaneous repeat purchases. Additionally, premium pricing does not automatically yield a positive brand image, given the abundance of similar competitors offering lower price points. However, consumer attitude successfully and robustly mediates the effect of price on repurchase intention.

This finding aligns with consumer confirmations indicating that they are willing to engage in repeat purchases when the premium price is no longer perceived as an economic loss, but rather as a long-term health investment. Consumers willingly pay a premium when driven by the internal realization that high-pH water directly enhances personal health.

These empirical findings again present a unique dynamic compared to prior research. This study diverges from Genoveva and Berliana (2021), who argue that pricing positively influences brand image to drive repeat purchases (Gultom et al., 2024). In the case of AMDK X, premium pricing fails to directly stimulate both brand image and repurchase intention due to being above the market average.

Conversely, consumer attitude successfully and robustly mediates the effect of price on repurchase intention. This particular finding strongly aligns with the framework by Rizky and Aprianingsih (2024) and Kartawinata et al. (2020) regarding the pricing mix in cultivating a positive consumer attitude. Furthermore, it supports the research by Nguyen (2020) and Chitranapawong and Chirapanda (2025). Consumers willingly pay a premium when their attitude is driven by satisfaction and the internal realization that the product serves as a long-term health investment.

Place – Consumer Attitude / Brand Image – Repurchase Intention

The place dimension only exerts a significant direct effect on brand image, failing to influence either consumer attitude or repurchase intention, whether directly or via mediation. Consumers perceive that the placement of the product within clean, well-organized modern retail channels successfully constructs a perception that the product is hygienic, reliable, and premium.

Nevertheless, location does not directly dictate repeat purchase decisions. Consumers view the retail availability of low-involvement goods as a baseline market fulfillment standard; thus, ease of access is taken for granted. Distribution channels also do not shape consumer attitude in terms of enhancing product compatibility or increasing health-related product knowledge. Consequently, both brand image and consumer attitude fail to mediate the path from place to repurchase intention.

These empirical findings present a partial alignment with, yet also a divergence from, prior research. This study supports Cahaya et al. (2024) and Genoveva and Berliana (2021), confirming that the distribution channel strengthens brand image. Consumers perceive placement in modern retail as a cue for a hygienic and premium image. However, this brand image fails to mediate repurchase intentions, which diverges from the assertions of Gultom et al. (2024) and Carolina (2024).

Conversely, the place dimension fails to influence consumer attitude, either directly or indirectly. This finding contrasts with the framework by Rizky and Aprianingsih (2024) and Kartawinata et al. (2020), who argue that location accessibility shapes a positive consumer attitude. Consequently, it also departs from Nguyen (2020) and Chitranapawong and Chirapanda (2025). For a low-involvement commodity, ease of access is taken for granted as a baseline market standard, thereby failing to cultivate specific consumer attitudes or independently drive repeat purchases.

Promotion – Consumer Attitude / Brand Image – Repurchase Intention

Promotion is found to have a direct, positive, and significant influence on repurchase intention. From a consumer perspective, low-involvement product categories are highly sensitive to sales promotion initiatives that deliver immediate financial incentives, which instantly drives repeat purchases. On the other hand, promotion does not exhibit a direct effect on brand image, and brand image fails to mediate the relationship between promotion and repurchase intention. This is because high-intensity promotions are perceived as standard marketing tactics rather than catalysts for building a reputable brand image.

Nonetheless, research confirms that promotion significantly impacts consumer attitude, and consumer attitude successfully mediates this link. Consumers explain that educational promotions emphasizing the benefits of high-pH water foster critical awareness, which shifts their attitude to become more health-conscious and ultimately generates repeat purchase intentions.

These empirical findings again present a combination of alignment and divergence with prior research. This study contrasts with Cahaya et al. (2024) and Genoveva and Berliana (2021), who argue that the promotional mix strengthens brand image to drive repeat purchases (Gultom et al., 2024). In the case of AMDK X, high-intensity promotions fail to directly stimulate brand image, as consumers perceive them as standard marketing tactics rather than catalysts for building brand reputation.

Conversely, promotion significantly influences both repurchase intention and consumer attitude directly, with consumer attitude acting as a powerful mediator. This particular finding strongly aligns with the framework by Rizky and Aprianingsih (2024)

and Kartawinata et al. (2020) regarding promotional mix effects on positive attitude formation. Furthermore, it corroborates the research by Nguyen (2020) and Chitranapawong and Chirapanda (2025). For a low-involvement good, sales promotions offer immediate financial incentives for repeat purchases, while educational promotions successfully cultivate a health-conscious attitude that independently drives repeat buying behavior.

Consumer Attitude / Brand Image – Repurchase Intention

Brand image does not exert a direct effect on repurchase intention, whereas consumer attitude significantly and positively influences repurchase intention directly. According to consumer insights, although they acknowledge AMDK X possesses a reputable, premium health image, this perception alone does not drive repeat purchases. Consumers do not seek prestige in AMDK consumption, unlike fashion products. Conversely, consumer attitude acts as the primary driver. Internal awareness regarding the importance of high-pH water for health serves as the main trigger for repurchase intention.

This empirical finding presents a contrast to, yet also supports, prior research. This study diverges from Gultom et al. (2024) and Carolina (2024), who argue that a favorable brand image significantly elevates the consumer's willingness to repurchase. For AMDK X, brand prestige is secondary. However, the dominant role of consumer attitude strongly aligns with the framework by Rizky and Aprianingsih (2024) as well as Kartawinata et al. (2020) regarding positive attitude formation. Furthermore, it corroborates the research by Nguyen (2020) and Chitranapawong and Chirapanda (2025). Repeat purchases of this commodity rely heavily on a reliable baseline of confidence and direct health benefits embedded within the consumer's attitude.

CONCLUSION AND SUGGESTION

Based on the research findings, the variables that directly affect repurchase intention are promotion and consumer attitude. For the mediating variables, the variables that affect brand image are product and place. Meanwhile, the variables that affect consumer attitude are product, price, and promotion.

Regarding the mediating effects, it was found that consumer attitude is a strong and significant mediating variable in bridging the effects of product, price, and promotion. Meanwhile, brand image failed to mediate all components of the marketing mix toward repurchase intention.

Based on the research results, consumer attitude emerges as the strongest primary driving variable. Therefore, marketing mix factors will not drive repeat purchase behavior if they do not successfully tap into consumer attitude. Consequently, it is recommended that the management of high-pH AMDK X focus their marketing strategy on strengthening positive consumer attitudes through several tactical steps. First, since the product dimension is proven to significantly shape consumer attitude, AMDK X must maintain strict consistency in product and packaging quality to stabilize pH levels. A consistent consumption experience will sustain a positive consumer attitude and effectively prevent brand-switching.

Second, although the price of AMDK X is quite premium and above the market average, it can still drive purchase intention through consumer attitude, meaning the company does not need to engage in price wars. Management simply needs to eliminate the psychological barrier of 'expensive pricing' by building a consumer mindset that the premium price is a long-term health investment. Third, management is advised to shift

focus from generic advertising to educational campaigns highlighting the benefits of high-pH water, as successful educational promotions will gradually transform the consumer mindset into being more health-conscious and naturally trigger repurchase intentions. Lastly, because the place dimension is proven to increase brand reputation but does not affect consumer attitude, the company does not need to waste financial resources on luxurious retail decorations. Instead, management should simply ensure steady stock availability, especially in health-focused locations such as gyms, minimarkets, and pharmacies.

Several vital recommendations are proposed to enable subsequent studies to achieve more comprehensive outcomes. First, future research is encouraged to broaden the empirical scope by incorporating additional dependent variables. Since the current study restricts its dependent focus solely to repurchase intention, subsequent investigations could integrate actual buying behavior or brand loyalty. This extension is essential to verify whether the psychological formulation of repurchase intention successfully translates into concrete purchasing actions and long-term brand dedication. Furthermore, given that the empirical evidence here demonstrates that brand image lacks a substantial effect and fails to mediate the core relationships, future scholars are advised to explore alternative mediating mechanisms. Subsequent models could test other highly relevant constructs, such as customer satisfaction, brand trust, perceived value, or other consumer-centric behavioral variables.

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