

UNDERSTANDING REPURCHASE DECISION OF BOBA MILK DRINKS AMONG GEN Z IN JAKARTA

Memahami Keputusan Pembelian Ulang Minuman Boba Milk di Kalangan Gen Z di Jakarta

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Received on September 29, 2025 / Approved on October 27, 2025

Abstract

The growth of boba milk drinks in Greater Jakarta has led to tight competition in the market. Regarding that, numerous small new brands exist in the market. As a result, the big company in the boba milk drink industry has a threat of losing its competition in the market. This study aims to examine consumers' behavior to repurchase boba milk drinks by implementing TPB attitude, subjective norm, perceived behavioral control, product quality, and E-WOM towards repurchasing intention for boba milk drinks. Using the online survey, the data were collected from 165 respondents in greater Jakarta who love to drink boba milk. The findings indicate that product quality is a significant predictor to repurchasing intention, and attitudes are the strongest mediator of repurchasing intention for boba milk drink. Besides, the findings of this study showed that E-WOM is also known to have an influence on subjective norms, but E-WOM and subjective norms do not have a significant impact on repurchasing intention. Meanwhile, the findings show that perceived behavioral control has a significant impact on repurchasing intention. Managers should pay special attention to product quality, because product quality significantly influences consumer attitudes, and consumer attitudes significantly influence repurchasing intention.

Keywords: Repurchasing Intention; Product Quality; E-WOM; Boba Milk Drink

Abstrak

Pertumbuhan minuman boba di DKI Jakarta mengundang persaingan yang ketat. Terkait dengan hal ini, banyak merek baru yang muncul di pasar, biasanya merupakan merek yang dimiliki usaha kecil. Dengan semakin banyaknya pemain menyebabkan pengusaha besar di bidang minuman boba terancam. Tujuan penelitian ini adalah untuk menguji perilaku konsumen didalam membeli kembali minuman boba. Penelitian ini menggunakan Theory of Planned Behavior yang terdiri atas sikap (attitude), norma subjektif (Subjective norms) dan kendali persepsi perilaku (perceived behavioral control), kualitas produk dan electronic word of mouth pada keinginan membeli kembali produk minuman boba. Data dikumpulkan melalui survei daring sebanyak 165 responden yang menyukai minuman boba di Jakarta Raya. Hasil penelitian menunjukkan bahwa kualitas produk sangat mempengaruhi keinginan membeli kembali minuman boba, begitu pula variabel sikap konsumen memediasi secara signifikan hubungan antara kualitas produk dan keinginan membeli kembali minuman boba. Selain itu, hasil penelitian ini juga menunjukkan bahwa kendali persepsi perilaku berpengaruh positif pada keinginan membeli kembali produk minuman boba. Tetapi, norma subjektif, bukanlah mediator antara E-WOM dan minat membeli kembali. Implikasi penting terhadap manajer berdasarkan hasil penelitian ini adalah perlunya perhatian khusus manajer pada kualitas produk, karena kualitas produk menentukan sikap pelanggan dan keputusan pembeliannya.

Kata Kunci: Minat Membeli Kembali; Kualitas Produk; E-WOM; Minuman Boba

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Introduction

Over the past two years, beverage trends have become popular after the pandemic situation, especially in the boba drink industry. Boba drink, also known as pearl milk tea or bubble tea, is a famous beverage that originated in Taichung, Taiwan, in the 1980s (Pangkey et al., 2016). According to Merriam-Webster (2021), boba milk drink, usually called bubble tea, can be described as “a sweet drink of Taiwanese origin that, in its basic form, consists of tea mixed typically with milk or fruit syrup and small balls of tapioca.” Boba drink, usually called bubble drink, is one of the beverages that has become viral and popular, especially in Indonesia since the pandemic situation (Sutadarma, 2021). The rapid growth of the boba drink industry in Indonesia is happening because Indonesia has the largest consumption of boba drinks among Southeast Asian countries (Angelia, 2022). The trend is still growing as bubble tea is preferred by the youth as alternative drinks since it has many products variety and it is considered as the best drink for the tropical climate (Wandira, 2025).

According to the “Bubble Tea in Southeast Asia” report released by Momentum Works and Qlub, the market share of bubble tea drinks in Southeast Asia is valued at US\$3.66 billion in 2021. Indonesia is the largest boba milk drink market in Southeast Asia, with an estimated market share of US\$1.6 billion, or equal to 43.68% of the boba drink market in Southeast Asia, dominated by Indonesia (Angelia, 2022; Wandira, 2025). Boba milk drink consumption in Indonesia recorded a sharp increase during the COVID-19 pandemic (Rizaty, 2021). Thailand ranks as the second-largest bubble tea market in Southeast Asia, with an estimated market share of US\$749 million last year. Its position is followed by that of Vietnam, which has a market share of US\$362 million. Then, the boba milk drink market share in Singapore and Malaysia amounted to US\$342 million and US\$330 million, respectively. Meanwhile, the bubble tea market share in the Philippines is valued at US\$280 million. The data indicate that Indonesians will love boba milk drink as their beverage choice in 2021–2022, because the majority of Indonesians are addicted to sweet drinks (Sutadarma, 2022).

Despite the enthusiasm and high response of the Indonesian people to drink boba milk, it also leads to the emergence of numerous boba milk brands and increases the rivalry among the brands. Consequently, the existence of several boba milk brands and the tight competition in the market have an impact on consumer choice and their behavior to purchase one brand of boba milk drink (Hakim et al., 2020). The phenomenal growth of boba milk drink in Indonesia will eventually reach its maximum potential, and once that condition has been met for an extended period, natural selection can no longer be avoided. Since many brands sell the same products, there is a high risk and threat for big players in the boba milk industry to lose the competition in the market and retain their own consumers in Greater Jakarta. To retain consumers to purchase boba milk drink, it is important to examine the factors that influence the consumer’s behavior to repurchase boba milk drink in the Greater Jakarta Area. The Greater Jakarta area is known as the central business sector of Indonesia with a consumptive lifestyle, especially in the food and beverage industry. Besides, the data from Badan Pusat Statistik (2016) found that Jakarta has the largest number of food and beverage industries among all regions in Indonesia, with a growth of more than 20% over the last ten years (Badan Pusat Statistik, 2016).

To examine consumers’ behavior to repurchase boba milk drink in the greater Jakarta area, this study integrated the Theory of Planned Behavior, which is usually used to examine consumer purchasing intention in the food and beverage industry (Bawono et al., 2022; Chan & Hon, 2020; Hamid et al., 2023; Harun et al., 2023; Koay & Cheah, 2022; Samoggia & Rezzaghi, 2021; Wang,

2016; Caliskan et al., 2020). However, there are a few studies that have implemented TPB in the boba milk industry, especially in the Jakarta region (Tan & Keni, 2020). Besides, a previous study that used TPB in the boba milk industry only analyzed the intention to revisit bubble tea stores (Koay & Cheah, 2022) and only focused on consumers who purchased the bubble tea directly from a physical store. Meanwhile, this study wants to examine consumers who purchase boba milk drinks in physical stores and online.

Furthermore, past studies also examine the impact of product quality directly on purchasing intention and decision (Bartikowski et al., 2010; Hoe & Mansori, 2018; Leonandri et al., 2021; Nugraha & Wiguna, 2021). Interestingly, only a few studies that examine product quality indirectly affect consumers' repurchasing intentions with TPB as the mediating variable. The high number of competitors in the boba milk industry encourages the company to focus more on product quality (Koay & Cheah, 2022). This study also examines how product quality indirectly affects consumers' behavior to repurchase boba milk drink.

Additionally, many studies have examined the role of E-WOM in directly influencing the purchasing intention of the boba milk industry (Pangkey et al., 2016; Ariffin et al., 2022; Kudeshia & Kumar, 2017; Yuniarty et al., 2020; Wen & Aun, 2020) and found that E-WOM is beneficial to determining consumers's behavior to repurchase boba milk drinks. Nonetheless, there is only a little empirical information that examines the mediating role of TPB and E-WOM that indirectly affects repurchasing intention in the boba milk industry. Hence, this research was conducted because there was a perceived research gap from a previous study on the extension of the TPB variable for examining repurchasing intention in the boba milk industry. The previous research gap is filled by this study, which develops product quality and E-WOM as the predictors of TPB to determine consumers' behavior to repurchase boba milk drink. Therefore, this study aims to address the following research questions; (1) What are the effects of attitude, subjective norms, and perceived behavioral control influence the consumers' intention on repurchase boba milk drink; (2) What is the effect of product quality of boba milk drink on consumers' attitude?; (3) What is the effect of electronic word-of-mouth influence on the consumers' subjective norms?; (4) Is there any mediating effect of attitude on the relationship between product quality and repurchase intention?; (5) Is there any mediating effect of subjective norm on the relationship between electronic word-of-mouth toward repurchase intention.

Repurchase Intention

Repurchasing intention refers to the consumer's subjective attitude toward items or services, which may be interpreted as an implied commitment to buy the item again when they make their next visit (Phan & Mai, 2016; Kudeshia & Kumar, 2017). Moreover, Pavlov (2003) stated that repurchasing intention is a situation when consumers are willing and intending to engage in a future transaction to repurchase a product. Consumers who indicate that they do not plan to purchase a product will have a lower real purchase intention than those who signal that they do want to purchase the product (Wee et al., 2014). To analyze consumer intention in purchasing boba milk drinks in the competitive market, this study intends to examine consumers' intention and consider whether they will repurchase the boba milk drink so that the boba milk company can make better decisions for a strategy in the competitive market. TPB is one of the methods to analyze the factors that can influence consumers' behavior to repurchase boba drinks.

Product Quality and Consumers' Attitude

Product quality, which includes hotel restaurant image and physical environment, has a positive impact on consumer attitudes (Han & Hyun, 2017). Another research finding by Nugraha *et al.* (2021) also supports the idea that product quality has a positive impact on consumer attitudes

and satisfaction in the beverage business, as flavor is one of the most important aspects. If a company's beverages have a flavor that satisfies the preferences of its consumers, those customers will be happy with their purchases and will likely return more to purchasing boba milk drink (Nugraha *et al.*, 2021). Moreover, the quality of the product is regarded as the most essential factor in determining which restaurants customers choose to patronize, and it has a direct relationship with the attitudes and levels of contentment experienced by the customers (Soriano, 2002). According to Basri *et al.* (2015), high-quality products may play a significant role in attracting and keeping customers who, among other things, value their flavor and overall deliciousness. This is particularly affecting boba milk products (Yuliantoro *et al.*, 2019). Therefore, the linkages between product quality and attitudes can be formulated as:

H₁: Product quality has a significant impact on consumers' attitude.

E-WOM and Subjective Norm

Prior studies found that E-WOM associates positively and significantly with subjective norms (Bhuana & Suardana, 2022). It indicates that families, influential people or artists, and the ratings and popularity of subjects on social media platforms (trending topics) might be the primary ways to affect consumers' intentions to revisit village tourism (Bhuana & Suardana, 2022). Subjective norms and E-WOM are closely related because they have both social foundations, both of which are created by the communication and exchange of information with society and indicate a close relationship between subjective norms and E-WOM (Gohar *et al.*, 2020). To understand whence perceived E-WOM impacts, and behavior or purchase intention are associated in a food and beverage context, this study measures the influence of E-WOM on subjective norms to influence repurchasing intention of boba milk drink. Therefore, the hypothesis can be developed as:

H₂: E-WOM has a significant influence on consumers' subjective norm.

Attitude and Repurchase Intention

Prior studies have shown that attitudes have a significant positive influence on repurchasing intention in the beverage industry (Wang & Yu, 2016; Koay & Cheah, 2022; Ren *et al.*, 2011; Samoggia & Rezzaghi, 2021; Wang, 2016). As proven by the study from Kassem *et al.* (2003) about understanding the soft drink consumption intention among female adolescents, it was found that the strongest predictor that influenced female adolescents to consume soft drinks was attitude (Kassem *et al.*, 2003). Based on the results of the previous research, there is evidence that attitudes influence consumers' purchasing intentions. Therefore, the hypothesis of this study can be formulated as:

H₃: Attitudes have influence on consumers' repurchasing intention on boba milk drink.

Subjective Norm and Repurchase Intention

Previous studies have proven that subjective norms have a significant influence on repurchasing intention (Park *et al.*, 2009; Caliskan *et al.*, 2020; Koay & Cheah, 2022; Samoggia & Rezzaghi, 2021). The study by Samoggia and Rezzaghi (2021), about the intention to purchase caffeine products, showed that subjective norms have a strong impact on intention. According to them, subjective norms were the largest predictor of consumer intention, which might be connected to findings from earlier research on the larger effect of external factors such as proximate peers' and close friends' standards in comparison to those of distant peers. This study believes that subjective norms affect consumer intention to repurchase boba milk drink. Therefore, the hypothesis of this study can be formulated as:

H₄: Subjective norms have influence to affect consumers' repurchasing intention on boba milk drink.

Perceived Behavioral Control and Repurchase Intention

Perceived behavioral control refers to contexts and forms of action, in contrast to the locus of control, which refers to an expectation that is generalized and stays the same regardless of the circumstances or activities involved (Ajzen, 1991). It was discovered by prior research (Kassem *et al.*, 2003; Wang, 2016; Koay *et al.*, 2022) that individuals' perceptions of their own behavioral control had a beneficial influence on consumer intention to purchase a product. Hence, this study implements the hypothesis that:

H₅: Perceived behavioral control has influence to affect consumers' repurchasing intention on boba milk drink.

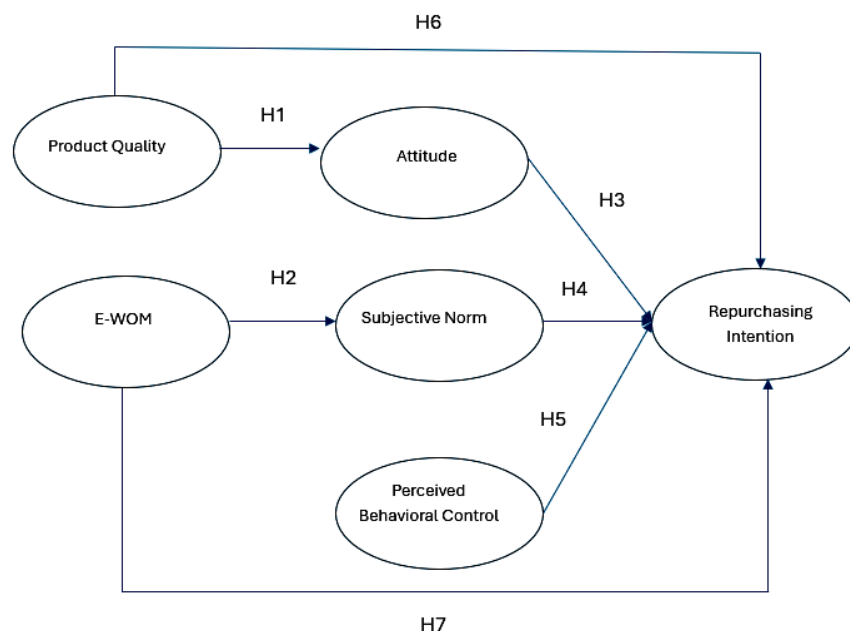


Figure 1. Research Framework

Source: Data Processed by Researchers, 2025

Product Quality and Repurchase Intention through Attitude

This thesis examines the mediating role of attitudes between product quality and repurchasing intention. Halimi *et al.*'s (2022) findings show that there is a significant impact of attitude as a mediating role between food quality and revisit intention. Also, the findings from Koay and Cheah (2022) also supported that attitude has an impact as a mediating role between product quality and revisit intention in bubble tea stores. Given that the quality of a product has an impact on consumers' attitude, and attitude consistently results in a positive effect on repurchasing intention, the hypothesis of this study can be formulated as:

H₆: Consumers' attitude mediates the effect between product quality and repurchasing intention.

E-WOM and Repurchase Intention through Subjective Norms

The findings from Buarna and Suardana (2022) showed that E-WOM has the most influence on subjective norms, and subjective norms have a significant influence on revisit intention. Besides, Jalilvand and Samiei (2012) found that E-WOM has a significant influence on

subjective norms, and the subjective norms have an impact on revisit intention. Based on the findings of previous study, this thesis developed hypothesis that can be formulated as:

H₇: Subjective norms mediate the effect between E-WOM and repurchasing intention.

Table 1. Research Constructs and Measurement Items

Variable	No.	Item Questionnaire	References
Repurchase Intention	RI1	I intend to purchase my chosen boba brand	Koay et al., 2022; Nugraha & Wiguna, 2021
	RI2	I feel excited to buy my preferred boba milk drink again in the future	Nugraha & Wiguna, 2021
	RI3	I am consistent in buying my preferred boba brand products	Do et al., 2023
	RI4	I feel that my chosen boba brand is my first choice when I want to drink boba	Koay et al., 2022; Nugraha & Wiguna, 2021
	RI5	I will buy and try the new menu from my chosen boba brand in the future	Wardani et al., 2022; Nugraha & Wiguna, 2021
Attitude	ATT1	I feel pleasant when consuming products from my chosen boba brand	Koay et al., 2022; Halimi et al., 2021; Yuniarty et al., 2020
	ATT2	I feel satisfied with my preferred boba brand	Koay et al., 2022; Lam & Hsu, 2006
	ATT3	I feel that consuming boba products makes me relaxed while doing tasks/works	Koay et al., 2022; Perez et al., 2022; Kim & Lee, 2019
	ATT4	I feel that consuming my preferred boba brand provides a positive sensation	Koay et al., 2022; Perez et al., 2022; Lam & Hsu, 2006
	ATT5	I feel that consuming my preferred boba brand provides a positive experience	Koay et al., 2022; Perez et al., 2022; Lam & Hsu, 2006
	ATT6	I enjoy consuming my preferred boba brand	Wang, 2016
Subjective Norms	SN1	I chose the boba brand based on reviews and recommendations from my closest friends	Koay et al., 2022
	SN2	I bought a menu from my chosen boba brand based on opinions and content on social media	Koay et al., 2022; Yuniarty et al., 2020
	SN3	I feel that recommendations from my closest people make me want to buy boba products	Seo et al., 2011
	SN4	I intend to buy products from my preferred boba brand because my closest friend said that the boba drink is delicious	Halimi et al., 2021
	SN5	I intend to buy a particular boba flavor variant based on the flavor variant recommended by my close friend	Wardani et al., 2022
Perceived Behavioral Control	PBC1	I feel that my chosen boba store is easy to find	Koay et al., 2022
	PBC2	I always have time to drink boba	Koay et al., 2022
	PBC3	I repurchased boba products because the information about my preferred boba milk is easy to reach and understand	Spencer et al., 2018
	PBC4	When I want to drink, I always remember and can afford to buy my preferred boba milk anywhere anytime	Koay et al., 2022
	PBC5	Consuming boba drinks make me more enthusiastic about doing activities	Samoggia & Rezzaghi, 2021
Product Quality	PQ1	I feel that my chosen boba brand provides good quality	Mansori, 2018; Halimi et al., 2021
	PQ2	I feel that my preferred boba brand is delicious	Nugraha & Wiguna, 2021
	PQ3	I feel that my preferred boba brand suits my taste	Nugraha & Wiguna, 2021
	PQ4	The size of boba drink from my preferred brand can quench my thirst	Halimi et al., 2021
	PQ5	I like the variety of flavors from my preferred boba brand	Nugraha & Wiguna, 2021
E-WOM	EWM1	I usually see information about my preferred boba brand through the brand's official social media accounts	Yuniarty et al., 2019
	EWM2	I often refer to the comments section on social media to choose which boba flavor I want to buy	Perera & Nguyen, 2020; Yuniarty et al., 2019

EWM3	I usually decide to purchase boba milk depending on the positive comments and recommendations from random people on social media	Liu et al., 2021; Yuniarty et al., 2019
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Source: Data Processed by Researchers, 2025

Based on the hypotheses developed, the research framework of this study is presented in Figure 1.

Research Methods

Employee Performance

This present study uses a quantitative approach, in which were collected through an online survey using questionnaires, utilizing the 5-point Likert scale, with 1 indicating “Strongly Disagree to 5 indicating “Strongly Agree.” The period of data collection was done in South Jakarta, Indonesia. The criteria and requirements for the respondents are people that were born between 1995–2012 or Gen-Z with passion to drink boba milk and live in Greater Jakarta area. The target of this study is to reach 165 respondents, in order to examine the repurchase intention on boba milk drink. There are five independent variables used in this study, including attitudes, subjective norms, perceived behavioral control, product quality, and E-WOM. The adapted and modified research constructs are shown in Table 1.

Results and Discussion

Results

Before investigating the relationship between variables, validity and reliability testing were done to assess the measurement model. Table 2, 3 and 4 show the results of the assessment. Table 2 shows the outer loadings which are above the threshold 0.5 (Hair et al., 2019). For that reason, some items were deleted (ATT5, PBC3, PQ5, RI5, SN5). Table 3 depicts good convergent validity as the AVE of all constructs are above 0.5 (Hair et al., 2019) and good reliability of all constructs, since the Cronbach’ Alpha are above 0.6 (Sekaran and Bougie, 2016) and composite reliability are above 0.7 (Hair et al., 2019). Table 4 presents the results of Fornell and Larcker Test to assess discriminant validity, and it shows that each variable is different from each other as the relationship between different variables are less than relationship between the same variable (Hair et al., 2019). Apart from that, the results in Table 3 indicate that there is no multicollinearity between independent variable, since VIF values are less than 3 (Hair et al., 2019).

Table 2. Outer Loadings of Measurement Items

Item	Outer Loadings	Item	Outer Loadings
ATT1	0.793	PQ1	0.529
ATT2	0.635	PQ2	0.764
ATT3	0.709	PQ3	0.843
ATT4	0.675	PQ4	0.804
ATT6	0.721	RI1	0.794
EWM1	0.808	RI2	0.695
EWM2	0.802	RI3	0.787
EWM3	0.850	RI4	0.647
PBC1	0.832	SN1	0.880
PBC2	0.566	SN2	0.602
PBC4	0.538	SN3	0.627

PBC5	0.843	SN4	0.688
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Source: Data Processed by Researchers, 2025

Table 3. Convergent Validity and Reliability of Measurement

	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha	Variance Inflation Factor (VIF)
Attitude	0.502	0.834	0.750	1.497
E-WOM	0.672	0.860	0.758	1.661
Product Quality	0.555	0.829	0.720	1.438
Perceived Behavioral Control	0.503	0.795	0.691	1.413
Subjective Norms	0.501	0.797	0.669	1.703

Source: Data Processed by Researchers, 2025

Table 4. Discriminant Validity Assessment (Fornell and Larcker Test Results)

	Attitude	E-WOM	Product Quality	Perceived Behavioral Control	Repurchasing Intention	Subjective Norms
Attitude	0.709					
E-WOM	0.179	0.820				
Product Quality	0.537	0.122	0.745			
Perceived Behavioral Control	0.381	0.305	0.427	0.709		
Repurchasing Intention	0.487	0.188	0.532	0.443	0.733	
Subjective Norms	0.186	0.649	0.171	0.327	0.101	0.708

Source: Data Processed by Researchers, 2025

Tables 2, 3, and 4 reveal that the results of the measurement model assessment are good, which means that the validity and reliability of all constructs are good. Based on this, then the structural model was assessed to show whether the hypotheses are supported.

This study used SmartPLS 3 to assess the hypotheses described in the literature review section. Path analysis was used to test the hypotheses. Figure 1 show the path analysis of all variables. The results are shown in Table 5 and 6. Table 5 presents coefficient of determination, while Table 6 presents coefficient of regression and p-value.

Table 5. Coefficient Determination (R^2)

Variables	R Square	R Square Adjusted
Repurchasing Intention	0.395	0.376
Attitude	0.288	0.284
Subjective Norms	0.421	0.417

Source: Data Processed by Researchers, 2025

Table 5 shows that repurchasing intention has an R-square value of 0.395. It means that attitudes, product quality, subjective norm, E-WOM, and perceived behavioral control contribute to 39.5% towards repurchasing intention. The remaining 61.5% is impacted by other variables that are not included in this study. Besides, attitudes have an R-square value 0.288. It means that product

quality contributes 28.8% on attitudes. The remaining 71.2% are impacted by other variables that are not included in this study. Moreover, subjective norm has R- square value of 0.421, which means that E-WOM contributes 42.1% to predict subjective norms. The remaining 57.9% of the model are impacted by another variable that is not included in the model.

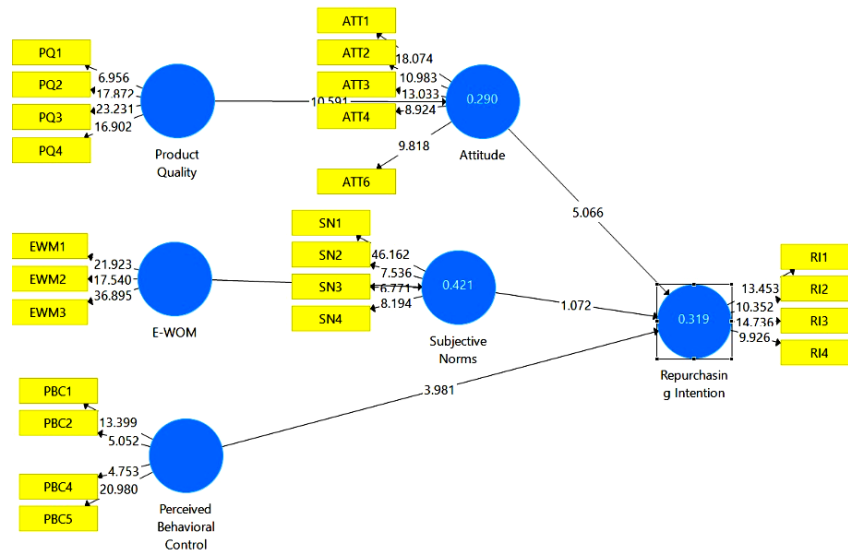


Figure 1. Path Analysis

Source: Data Processed by Researchers, 2025

Table 6 depicts the results of path analysis which addresses the hypotheses presented in the previous section.

Table 6. Path Analysis Results

Direct Effect				
Path	Original Sample	T Statistics	P Values	Result
H1: Product Quality→Attitude	0.537	9.772	0.000	Significant
H2: E-WOM→Subjective Norms	0.649	13.397	0.000	Significant
H3: Attitude→Repurchasing Intention	0.233	2.916	0.004	Significant
H4: Subjective Norms→Repurchasing Intention	-0.166	1.943	0.054	Not significant
H5: Perceived Behavioral Control→Repurchasing Intention	0.227	3.097	0.002	Significant
H6: Product Quality→Repurchase Intention	0.537	9.772	0.000	Significant
H7: E-WOM→Repurchasing Intention	0.145	1.648	0.101	Not significant
Indirect Effect				
Product Quality→Attitude→Repurchasing Intention	0.125	2.751	0.007	Significant
E-WOM→Subjective Norms→Repurchasing Intention	-0.107	1.852	0.066	Not significant

Source: Data Processed by Researchers, 2025

For hypothesis 1, product quality is significantly related to attitude ($p < 0.000$), which means that product quality has a significant impact on consumers' attitudes. For hypothesis 2, E-WOM is significantly related to subjective norms ($p = 0.000$), which means that E-WOM

significantly influence subjective norm. For hypothesis 3, consumer attitude is significantly related to repurchasing intention ($p = 0.004$) which means that consumer attitude influences repurchase intention. For hypothesis 4, subjective norms is not significantly related to repurchase intention ($p = 0.054$), which means that subjective norms do not influence repurchasing intention. For hypothesis 5, perceived behavioral control is significantly related to repurchasing intention, which means that perceived behavioral control influences repurchasing intention. For hypothesis 6, product quality is significantly related to consumer attitude ($p = 0.000$) which means that product quality significantly influences consumer attitude. For hypothesis 7, E-WOM is not related to repurchasing intention ($p = 0.101$) which means that E-WOM does not influence repurchasing intention of boba milk drink. In addition, consumer attitude mediates the relationship between product quality and repurchasing intention of boba milk, while subjective norms do not mediate the relationship between E-WOM and repurchasing intention.

Discussion

Hypothesis test results (see Table 6) show product quality has a significant impact on consumers' attitudes (H1). It is also consistent with the findings from Koay and Cheah (2022) that product quality is a significant predictor of attitudes. Moreover, Table 6 shows that attitude significantly mediates the relationship between product quality and repurchasing intention. These findings are also consistent with the findings from Koay and Cheah (2022) that attitudes have a mediating role in increasing the impact of product quality on repurchasing intention. For the relationship between E-WOM and subjective norm, Table 6 shows that E-WOM has significant influences on subjective norm. However, subjective norms do not have a significant impact on repurchasing intentions. Therefore, E-WOM and subjective norms do not have a significant impact. It is contrary to the result by Bhuana and Suardana (2022), which stated that E-WOM and subjective norms have an impact on purchase intention. The findings of this study concur with the findings from Halimi et al. (2022), who found that subjective norms do not have a significant impact on consumers' revisit intentions towards halal food restaurants. The possible explanation is that consumers may not be aware of other people's positive opinions and feedback on social media. Another reason is that consumers may already have a strong desire for and their own preferences about a certain product. This personal desire and preference may overpower any effect that subjective norms (or what other people think about the positive thing about boba drink), and E-WOM on social media might have on their intention to repurchase boba milk. Therefore, repurchase intention is more personal, subjective and experiential, and for this reason social pressure and E-WOM sometimes becomes irrelevant.

Additionally, the direct effect of perceived behavioral control on repurchasing intention (H5) is significant with a determination coefficient of 0.227 (Table 5). Perceived behavioral control significantly associated with repurchasing intention. Furthermore, the coefficient of determination product quality towards repurchasing intention is 0.395, meaning that if product quality has a direct impact on repurchasing intention, it contributes 39.5% to increasing repurchasing intention. For the indirect effect of product quality, attitudes have a significant role as the mediating effect between product quality and repurchasing intention. However, subjective norms do not show significant mediating effect on the relationship between E-WOM and repurchase intention. As has been discussed in the previous paragraph, subjective norms do not influence the decision to repurchase, because repurchase decision is made based on subjectivity and past purchasing experience. Therefore, based on the research findings, it can be concluded that attitudes play an important role in mediating product quality and repurchasing intention of boba milk drink.

Conclusion

According to the findings in the previous chapter, several conclusions that can be taken from this study. Most of the samples in this study come from respondents between the ages of 21 and 24. The majority of the respondents to this study love Chatime as their own preferred boba milk brand. It shows that 55 of the 165 respondents prefer to choose Chatime over other brands. Product quality has a positive influence on consumers' attitudes. Research findings show that product quality has a positive impact on consumers' attitudes. Consumers' attitudes have a significant mediating the effect on product quality and repurchasing intention. E-WOM has a significant influence on subjective norms. However, subjective norms do not have impact on repurchasing intentions for boba milk drinks. This shows that consumers in Jakarta are not aware of other people's opinions and recommendations on social media. Also, consumers do not care about positive and negative feedback about their preferred boba milk brand. They chose their own boba brand because the boba milk is suitable for their taste, or consumers do not repurchase due to their personal reason and experience after purchasing the boba drink. In addition, perceived behavioral control has a significant influence on consumers' repurchasing intentions towards boba milk drinks.

Managerial Implication

To enhance positive attitudes, brands must ensure consistent product quality through routine monitoring and by meeting customer expectations, such as offering larger drink sizes. Since product quality significantly influences attitude and indirectly affects repurchase intention, maintaining high standards is essential. Additionally, perceived behavioral control impacts repurchase intention, so brands should improve accessibility and affordability—such as by opening more branches in strategic locations—to encourage repeat purchases and build customer loyalty.

Research Limitation

Despite its purpose and contribution, this study has several limitations. Although this study collected data from Boba milk drink lovers, the respondents only came from Gen-Z in the greater Jakarta area, and the respondents were recruited from social media platforms. Consequently, the findings of this study might not be generalized for the Gen-Z population in greater Jakarta. Another limitation of this study is the difficulty of translating item measurements from the English version to the Indonesian version, as there are some differences in meaning for each construct. The target respondents are Indonesians who live in greater Jakarta, meaning that the questionnaire should be distributed in Bahasa Indonesia. Therefore, there are several revisions on determining proper sentences for the item measurements. Another limitation of this study is the use of an online survey, which makes it difficult to monitor the respondents in real time when they completed the questionnaire.

Suggestions for Future Studies

Future studies should include a more diverse group of respondents beyond Gen Z and expand the geographical coverage beyond the Greater Jakarta area. Including other age groups or regions in Indonesia (or even cross-country comparisons) would allow for more generalizable findings and a deeper understanding of boba milk repurchase behavior across demographics and locations. In addition, future research should conduct a formal back-translation and pilot testing process to ensure the semantic and conceptual equivalence of constructs in Bahasa Indonesia. Engaging language experts or bilingual researchers can help minimize misinterpretations and improve the reliability and validity of measurement instruments. Variables or factors that should be investigated in the future studies include income level, lifestyle, frequency of boba consumption, or brand loyalty. This would provide a more comprehensive understanding of consumer behavior beyond attitude and perceived behavioral control.

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