The Relationship Between Brand Hate and Product Quality on Non-Repurchase Intention (A Case Study of Bottled Drinking Water Product X)

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Abstract:
The growth of the bottled drinking water industry market in Indonesia post-COVID-19 presents a significant opportunity for all bottled water producers in the country. However, Product X, as one of the products in the bottled drinking water industry in Indonesia, experienced a decline in sales and Brand Index in 2023, which is suspected to be due to calls for a boycott of Product X accompanied by news related to Bisphenol A (BPA) content in the product. The purpose of this study is to determine the extent of the influence of Product Quality and Brand Hate on Non-Repurchase Intention, mediated by Negative Electronic Word of Mouth (N-EWOM). This research is quantitative with causal and descriptive analysis. Sampling was conducted by distributing questionnaires to 465 respondents, which were analyzed using Structural Equation Modeling (SEM) with the statistical software SmartPLS 3.2.9. The results of this study indicate a positive and significant relationship between Brand Hate and Non-Repurchase Intention, as well as a negative and significant relationship between Product Quality and Non-Repurchase Intention mediated by N-EWOM for Product X. The model in this study can predict the Non-Repurchase Intention of Product X consumers by 43.1%, which falls into the weak category. Based on these findings, Product X can: (1) cease activities that deviate from the ideology of Indonesian society, (2) build a good Brand Image, and (3) initiate a positive electronic word-of-mouth (EWOM) campaign on social media to rebuild its brand image.

Keywords: Brand hate, N-EWOM, Non-Repurchase Intention, Product Quality

1. Introduction

The rapid growth of internet usage in Indonesia is evident as internet-based activities dominate daily life[1]. According to Andi Dwi Riyanto, Indonesians spend more than 7 hours a day online [2]. Data from the Indonesian Internet Service Providers Association shows that internet users in Indonesia reached 215 million in the 2022-2023 period, an increase of 2.67% from the previous year [3]. This growth was particularly noticeable during the early stages of the COVID-19 pandemic, where physical activities transitioned online, including work, education, transactions, and consumption [4]. The increase in online application usage by 442% highlights the importance of the internet to Indonesians [5].

The primary reason for internet use in Indonesia is information seeking, with 83.2% of users going online for this purpose, followed by looking for new ideas and inspiration [2]. Information searches often include product reviews, known as Electronic Word of Mouth (EWOM). EWOM is the exchange of information about brands, products, companies, or services accessible to anyone. It can take the form of blogs, social media, discussion forums, and review sites [6]. The ease of accessing information during the pandemic increased consumerism, driving economic growth. Although economic growth was negative in 2020 (-2.07%), it improved to 5.31% in 2022 Year On Year [7,8].

The post-pandemic period marked an important moment for Indonesia's economic revival across various sectors. Between 2022 and 2023, the mobility of Indonesians increased after the lifting of Community Activity Restrictions, particularly around the new year of 2023 [9]. This increased mobility paralleled

significant economic growth [10]. The bottled water industry also benefited from this increased mobility and economic growth. According to Rachmat Hidayat, Chairman of Aspadin, the national bottled water industry continues to grow with the increase in outdoor activities [11]. Aspadin predicts that bottled water industry try sales performance could grow by more than 5% by the end of 2023, in line with stable national economic growth prospects [11].

Despite overall growth in the bottled water industry, product X experienced a decline in sales in 2023 [12]. This decline coincided with a drop in the Brand Index for product X according to the Top Brand Award, compared to competitors who saw increases [13,14]. The decline is suspected to be due to calls for a boycott of product X on the internet, related to reports that the company allegedly invested in Israel, a country currently in conflict with Palestine [15]. This created dissatisfaction among consumers, especially Indonesian Muslims, who make up a significant portion of the population [16]. This dissatisfaction can develop into brand hate, significantly affecting consumers' intention not to repurchase the product (Curina et al., 2020).

Additionally, the sales decline of product X is assumed to be triggered by news about Bisphenol A (BPA) content in its gallon containers [18]. BPA is a harmful chemical that can migrate from polycarbonate packaging into water and be consumed by humans [19]. Product X's reluctance to address this issue on social media has further fueled consumer dissatisfaction regarding product quality. According to Kotler, product quality is the ability of a product to deliver results that meet or exceed customer expectations [20]. Previous studies indicate that poor product quality can reduce consumer purchase intentions [21]. Based on this phenomenon, the researcher is interested in studying the relationship between brand hate and product quality on non-repurchase intention of product X in Indonesia. This study aims to explore how brand hate and product quality influence consumers' decisions not to repurchase product X.

2. Literature Riview and Hypothesis Development
2.1 Product Quality

According to Kotler and Armstrong, product quality is defined as the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs. This includes aspects such as durability, reliability, precision, ease of use, and repairability, all of which influence consumer decisions when selecting products [22]. Additionally, Kotler and Keller assert that product quality is the ability of a product to deliver results that meet or exceed customer expectations [20]. Thus, it can be concluded that product quality encompasses the capability of a product, based on all inherent characteristics, to perform its function well, satisfy customer needs, and even exceed their expectations.

2.2 Brand Hate

According to Kucuk, brand hatred is perceived as a consumer's desire to distance themselves from a brand and its associations due to profound negative emotions such as disgust, anger, contempt, low appraisal, and belittlement [23]. Johnson, as cited in [24], asserts that brand hatred is often triggered by negative past experiences (particularly in contexts of shame), leading consumers to feel uncomfortable with the product and fostering a tendency to hate the brand. The factors influencing brand hatred include [25]:

a. **Negative Past Experience** : This refers to the adverse experiences consumers have had with a particular brand in the past.
b. **Symbolic Incongruity** : This occurs when the values, image, or identity represented by the brand do not align with the values or identity held by the consumer.
c. **Poor Relationship Quality**: Unsatisfactory service or negative interactions can lead consumers to feel disappointed, ultimately resulting in brand hatred.
d. **Ideological Incompatibility** : This incompatibility arises when a consumer's values, beliefs, or principles do not align with those represented by the brand.
e. **Rumors** : These are unproven propositions disseminated to be believed by others, fulfilling the needs of the rumor disseminators.

2.3 N-EWOM

Word of Mouth (WOM), as defined by Kotler and Keller, is a method or activity in marketing that involves individuals disseminating information about products or services through verbal, written, or online electronic media (internet) based on their experiences with those products or services [20]. WOM conducted via social media is referred to as Electronic Word of Mouth (EWOM). EWOM is characterized as the process of exchanging information related to a brand, product, company, or service that can be accessed by

anyone. EWOM takes various forms, including blogs, social media, discussion forums, and review sites [6]. EWOM can be categorized as either positive or negative. This distinction is further clarified by Ngarmwongnoi, who defines EWOM as encompassing both positive and negative reviews conducted on the internet [26]. Negative EWOM is often referred to as Negative Electronic Word of Mouth (N-EWOM).

2.4 The Influence of Product Quality on Non-repurchase Intention

Product quality, according to Kotler and Armstrong, refers to the characteristics that indicate a product or service's ability to satisfy customer needs [22]. Research by Lee indicates that product attributes influence consumer perceptions of quality and positively impact repurchase intention [27]. Previous studies, such as that conducted by [28], examine the influence of price perception, product quality, promotion, and brand image on consumers' intention to repurchase Wardah lipstick products.

However, non-repurchase intention arises as a response to negative experiences that lead consumers to avoid repurchasing from that brand [17]. In this study, the researcher aims to analyze the relationship between product quality and non-repurchase intention. Based on Riza's findings, it can be assumed that product quality is negatively related to non-repurchase intention, as higher quality contributes to consumers' decisions to repurchase. Therefore, the hypothesis proposed in this study is:

H1: Product Quality significantly negatively affects non-repurchase intention.

2.5 The Influence of *Brand Hate* on Non-repurchase Intention

Brand Hate is a deep exploration of how consumers respond to and interact with brands and services. According to Saikat Banerjee, brand hatred stems from profound dissatisfaction experienced by consumers with a particular brand or service [29]. Furthermore, non-repurchase intention, as noted by Teguh Widada, reflects a deeper and more intense desire for revenge, signifying that consumers experience negative emotions towards a brand due to disappointing experiences or poor performance, resulting in brand hatred [30].

From these explanations, it can be inferred that brand hate and non-repurchase intention are directly related, as both arise from consumer dissatisfaction with a product. This dissatisfaction influences the intention to not repurchase. Supporting research indicates that brand hatred positively impacts non-repurchase intention [17,30]. Specifically, the greater the level of hatred towards a product, the higher the intention to avoid repurchasing it. Therefore, the hypothesis proposed in this study is:

H2: Brand Hate significantly positively affects non-repurchase intention.

2.6 Mediation hypothesis

On the other hand, other studies indicate that poor product quality negatively impacts profits (sales) and affects the reputation and equity of the brand or company. This occurs in the context of defective or damaged products received by consumers [21,31]. Such situations can lead to consumer disappointment and complaints about the product (Aisyiyah et al., 2019).

Additionally, research by Curina suggests that negative word of mouth (N-WOM) can mediate the relationship between product quality and non-repurchase intention [17,30]. This study aims to explore the relationship between product quality and non-repurchase intention, mediated by N-WOM. It is assumed that if product quality is perceived as poor, it will have a negative effect on non-repurchase intention. Conversely, higher product quality is expected to reduce the intention to not repurchase. Therefore, the hypothesis proposed in this study is:

H3: Product quality significantly indirectly affects non-repurchase intention.
The relationship between brand hate and non-repurchase intention is not always direct, but can also influence the latter through mediating variables. Other research has found that brand hate can indirectly affect consumers' non-repurchase intention through the mediating variable of N-WOM [17,30].
Brand hate can trigger negative emotions towards a brand or service, prompting consumers to complain and spread negative information in the form of N-WOM [17,30,33]. N-WOM can further influence consumers' intentions to not repurchase the product, as negative reviews and bad information can create distrust and dissatisfaction among consumers. Thus, it is assumed in this study that brand hate simultaneously affects non-repurchase intention. Therefore, the hypothesis proposed is:

H4: Brand hate significantly indirectly affects non-repurchase intention.

2.7 Theoretical Framework

Within this research framework, various concepts have been adopted from previous studies. Regarding the variable Brand Hate, it can be assumed that brand hate and non-repurchase intention can have both direct and indirect relationships through N-WOM. Additionally, product quality has a significant positive relationship with consumers' repurchase intentions. Based on this explanation, it can be assumed that product quality is negatively related to non-repurchase intention. Drawing from several previous studies with similar themes and after making necessary adjustments, a model has been developed, illustrated in Figure 1 below.
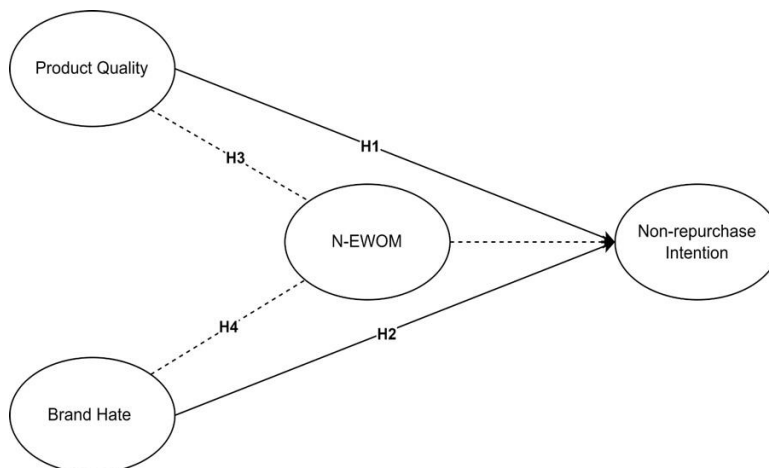

Figure 1. Theoretical Framework

3. Research Method

The type of research used in this study is quantitative, which involves measuring behavior, knowledge, opinions, or attitudes and their relevance in testing models or hypotheses [34]. This research focuses on hypothesis testing using variables measured numerically and statistical procedures to establish causal relationships between variables [35]. Aiming to describe the characteristics of a particular group, this study employs a descriptive approach with a causal investigation type to understand the root causes of a problem [34,36]. This research aims to determine the impact of Brand Hate and Product Quality on Non-Repurchase Intention for product X in Indonesia, conducted without data intervention, allowing events to occur naturally without the researcher involving themselves in the subjects being studied [34]. The strategy used is a survey, in which quantitative data is collected through questionnaires administered to respondents familiar with product X, employing a cross-sectional approach where data collection occurs within a specific period and is analyzed to draw conclusions from the data [34].

A variable is anything that has varying and changeable values. In research, variables need to be explained in detail to be measurable through a process known as operationalization of variables. This process involves breaking down or elucidating the relevant variables within a research problem to establish their classification and measurement, thereby facilitating the collection of necessary data [34]. This study includes three types of variables, independent, dependent, and mediating (intervening) variables [37]:

  a. Independent variables are those that influence the dependent variable. In this study, there are two independent variables: Brand Hate and Quality Product.

  b. Dependent variables are the outcomes of the influence of independent variables. In this study, the dependent variable is Non-Purchase Intention.

  c. Mediating (intervening) variables lie between the independent and dependent variables, transmitting effects from the former to the latter. These variables explain how independent variables influence dependent variables. In this study, there is one mediating variable, which is the N-EWOM variable.

In this study, the sample to be used consists of former users of product X in Indonesia. The minimum sample size is calculated using the Bernoulli formula. This formula is employed because the exact population size in this research is unknown. This study is a one-tail research with a precision level of 5% and a confidence level of 95%. The Z α value obtained is 1.65 of 1.65 was obtained. Therefore, the minimum sample size calculated is 272.24 samples.

Data was collected using a questionnaire. The questionnaire was distributed in the form of an electronic form, utilizing the Google Forms application, which can be accessed online by former consumers of product X throughout Indonesia. Subsequently, the collected data will be analyzed using the Structural Equation Model (SEM) with the Partial Least Square (PLS) method. SEM PLS is employed as a statistical analysis tool that emphasizes efforts to predict or explain variations and aims to conduct exploration [34]. The validity of SEM-PLS is used to evaluate research instruments through convergent and discriminant validity. Convergent validity is measured using methods such as item correlation coefficients, factor loading, and average variance extracted (AVE). Discriminant validity is achieved when two variables, which are theoretically considered unrelated, show no correlation in empirical measurement results [38] Structural model testing is the second stage in PLS analysis, focusing on evaluating the interactions between different latent variables. The bootstrapping process is used to obtain the t-value. Since this study includes intervening variables that indirectly influence the dependent variable through independent variables, it is essential to calculate the extent of the indirect impact of the intervening variables. Besides evaluating the path coefficient, the percentage of variance explained, represented by R^2, is also assessed for latent variables that depend on the independent latent variable [39]. The resulting R^2 values of 0.67, 0.33, and 0.19 indicate that the model is "good," "moderate," and "weak," respectively.

4. Result and Discussion

4.1 Respondent Demographic

A total of 465 respondents participated in the survey, with usable data obtained from 440 respondents. The demographic analysis reveals that 61% of the respondents were male, while 39% were female. The age distribution indicates that the majority were young adults aged 21-25 (63%), followed by those aged over 30 (21%), 26-30 (15%), and 16-20 (2%). In terms of occupation, university students constituted the largest group at 51%, followed by private employees at 16%, others at 20%, civil servants at 6%, entrepreneurs at 5%, and students at 2%.

Table 1. Respondent Demographic

Respondent Demographic			
Gender	Male	267	61%
	Female	173	39%
Age (in Years)	16 – 20	10	2%
	21 – 25	275	63%
	26 – 30	64	15%
	30 >	91	21%
Occupation	University Student	223	51%
	Civil Servant	26	6%
	Private Employee	70	16%
	Entrepreneur	23	5%
	Student	9	2%
	Others	89	20%

4.2 Analysis of Structural Equation Model (SEM) Results

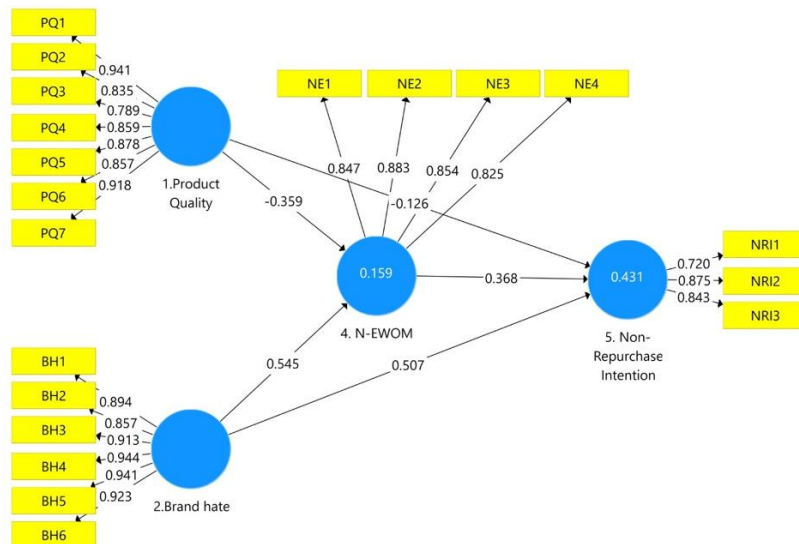### 4.2.1 Assessment of Measurement Model

Figure 2. Measurement Model Result

In the validity test section, several indicators determine whether the questionnaire items used in this research meet the validity requirements. The first indicator is convergent validity, which assesses the accuracy of an item or group of items in measuring the intended variable [39]. In this study, all items have factor loading values greater than 0.7, indicating a high level of convergent validity. Specifically, the factor loading values for Product Quality (PQ1 to PQ7) range from 0.835 to 0.941, Brand Hate (BH1 to BH6) range from 0.831 to 0.941, N-EWOM (NE1 to NE4) range from 0.825 to 0.883, and Non-Repurchase Intention (NRI1 to NRI3) range from 0.720 to 0.875. Additionally, the AVE values for each construct exceed 0.5, further confirming convergent validity (Indrawati, 2015). The next indicator is discriminant validity, which indicates that a measurement instrument meets the standards if the constructively predicted variables do not have a high correlation. In this study, the cross-loading values within the same construct are higher than between different constructs, indicating that the variables are not highly correlated and thus meet the criteria for discriminant validity [39]. Therefore, it can be concluded that this research satisfies both convergent and discriminant validity criteria. This can also be evidenced by the results shown in the Fornell-Larcker Criterion table 2 below.

Table 2. Fornell-Larcker Criterion

	1.Product Quality	2.Brand Hate	4. N-EWOM	5. Non-Repurchase Intention
1.Product Quality	0.870			
2.Brand Hate	0.682	0.912		
4. N-EWOM	0.013	0.300	0.853	
5. Non-Repurchase Intention	0.225	0.531	0.518	0.815

From the table, it is evident that the square roots of the AVE values (diagonal elements) are higher than the correlations with other constructs (off-diagonal elements). For instance, the square root of the AVE for Product Quality (0.870) is greater than its correlation with Brand Hate (0.682), N-EWOM (0.013), and Non-Repurchase Intention (0.225). Similarly, the square root of the AVE for Brand Hate (0.912) is greater than its correlation with Product Quality (0.682), N-EWOM (0.300), and Non-Repurchase Intention (0.531). These results indicate that the constructs meet the criteria for discriminant validity as per the Fornell-Larcker Criterion, thereby confirming that the measurement instrument used in this study is valid.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	1.Product Quality	2.Brand Hate	4. N-EWOM	5. Non-Repurchase Intention
1.Product Quality				
2.Brand hate	0.719			

4. N-EWOM	0.072	0.309		
5. Non-Repurchase Intention	0.263	0.618	0.623	

To assess whether the measurement instrument in this study meets the criteria for discriminant validity, the results of the Heterotrait-Monotrait Ratio (HTMT) were used. The threshold value for HTMT is 0.90 for path models that include constructs that are conceptually similar, while a lower threshold of 0.85 is used for models with constructs that are more conceptually distinct (Hair et al., 2022; Hair, Risher, et al., 2019). The HTMT analysis revealed that all variables passed the discriminant validity test based on the HTMT results, as the correlation values between variables are < 0.90.

Table 4. Results of the Factor Loading value, AVE value, Cronbach's Alpha (CA), and Composite Reliability (CR)

Construct	Laten	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Result
PQ1	1.Product Quality	0.941	0,946	0,956	0,756	Valid
PQ2		0.835				
PQ3		0.789				
PQ4		0.859				
PQ5		0.878				
PQ6		0.857				
PQ7		0.918				
BH1	2.Brand Hate	0.894	0,96	0,968	0,832	Valid
BH2		0.857				
BH3		0.913				
BH4		0.944				
BH5		0.941				
BH6		0.923				
NE1	4. N-EWOM	0.847	0,876	0,914	0,727	Valid
NE2		0.883				
NE3		0.854				
NE4		0.825				
NRI1	5. Non-Repurchase Intention	0.720	0,747	0,855	0,665	Valid
NRI2		0.875				
NRI3		0.843				

The next step is to analyze the reliability test results, indicated by the Cronbach's Alpha (CA) value or alternatives like Composite Reliability (CR), both of which should be at least 0.7 [39]. This test evaluates how much the indicator variables increase with an increase in the latent variable [39] The table below displays the Factor Loading, AVE, Cronbach's Alpha (CA), and Composite Reliability (CR) values, indicating that this study meets the reliability criteria.
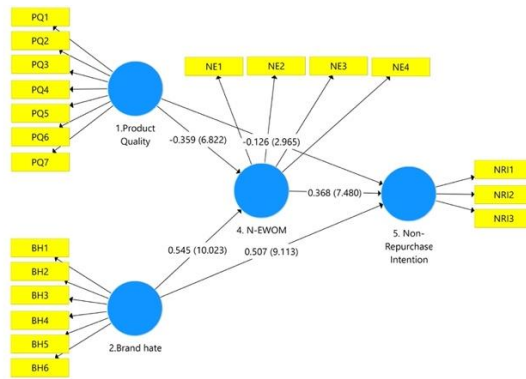
4.2.2 Assessment of Structural Model

Figure 3. Assessment of Structural Model

The purpose of evaluating this structural model is to examine the relationships among latent variables [39]. This analysis involves analyzing the path coefficient values to determine their significance and assessing the t-values, which are derived from the bootstrapping procedure [39]. The results of the structural model testing, carried out using the SmartPLS application, are illustrated in Figure 3 and table 5.

Table 5. Result of Structural Model

| Hypothesis	Path Coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
H1	Product Quality → Non-Repurchase Intention	-0,126	-0,119	0,041	3.027	0,003	Valid
H2	Brand Hate →Non-Repurchase Intention	0,507	0,502	0,054	9.384	0,000	Valid
H3	Product Quality → N-EWOM → Non-Repurchase Intention	-0.132	-0.133	0.030	4.420	0.000	Valid
H4	Brand Hate → N-EWOM → Non-Repurchase Intention	0.200	0.202	0.033	5.999	0.000	Valid
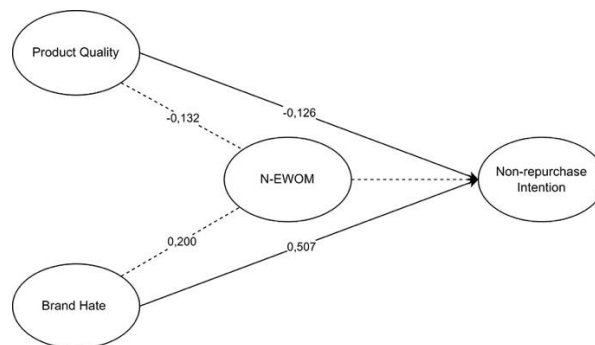
Figure 4. Theoretical Framework with Result

This study employs a significance level of 0.05, where all tested hypotheses yield valid and significant results concerning non-repurchase intention. Hypothesis one (H1) indicates that Product Quality has a significant negative influence (-0.126) on Non-Repurchase Intention (T Statistics 3.027, P Value 0.003). Conversely, Hypothesis two (H2) demonstrates that Brand Hate has a highly significant positive effect (0.507) on Non-Repurchase Intention (T Statistics 9.384, P Value 0.000). Hypotheses three (H3) and four (H4) also show that Product Quality (-0.132) and Brand Hate (0.200) significantly influence Non-Repurchase Intention through N-EWOM. Overall, Brand Hate exhibits the strongest influence on Non-Repurchase Intention, both directly and indirectly through N-EWOM, indicating the need for companies to manage Brand Hate effectively to enhance consumers' repurchase intentions.

Table 6. R Square Result

	R Square	R Square Adjusted

4. N-EWOM	0.159	0.155
5. Non-Repurchase Intention	0.431	0.427

The R² value indicates the proportion of variance in the dependent latent variable that can be explained by the independent latent variables [39]. R² values of 0.67, 0.33, and 0.19 denote "good," "moderate," and "weak" model fits, respectively. In this study, the R² value for the N-EWOM variable is 0.159, suggesting that 15.9% of the variance in N-EWOM is explained by the independent variables. This indicates a weak model fit for N-EWOM. In contrast, the R² value for Non-Repurchase Intention is 0.431, indicating that 43.1% of the variance in Non-Repurchase Intention is accounted for by the independent variables. This result suggests a moderate model fit for Non-Repurchase Intention. The adjusted R² values further support these findings, with 0.155 for N-EWOM and 0.427 for Non-Repurchase Intention, confirming the adequacy of the models used in explaining these dependent variables. Overall, the theoretical framework aligns with these results, emphasizing the significance of the independent variables in influencing Non-Repurchase Intention and N-EWOM.

5. Conclusion
5.1 Practical Implication

Based on the research findings related to X products, the researcher offers the following recommendations for the company:
1. Brand Hate, The company should cease activities that conflict with the ideology of Indonesian society and focus on building a brand image by aligning with the culture and values cherished by Indonesians. One example is sponsoring cultural community events.
2. Product Quality, The company should expedite improvements in product quality, addressing issues such as packaging seals and replacing materials used in gallon products with safer alternatives, including recalling BPA-containing gallons. This is essential for restoring public trust in the quality of product X.
3. N-EWOM, The company must initiate positive electronic word-of-mouth (EWOM) across social media to rebuild its brand image, as previously mentioned, by sponsoring culturally significant events or popular sports, such as football (by becoming the main sponsor of leagues or local tournaments).

5.2 Literature Implication

Based on the findings regarding X products, the researcher recommends the following for future studies:
1. With the emergence of product X as a sponsor for the Indonesian national football team, further research could explore the impact of brand hate and product quality on non-repurchase intention, using brand image as a moderating variable. This future research is expected to provide insights into branding strategies.
2. This study focused solely on product X; however, many products also face boycotts or hate related to the Israel conflict. Therefore, similar research could be conducted on other products.
3. The study revealed that about 43.1% of the variation in non-repurchase intention for product X can be explained by the four variables examined, while the remaining 56.9% is attributed to other factors not included in this research model. Future studies could investigate these remaining factors that influence non-repurchase intention for product X.

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