

ABSTRAK

PENGARUH *BRAND IMAGE*, PERSEPSI HARGA DAN EWOM TERHADAP MINAT BELI ULANG MINUMAN *MATCHA* PADA GENERASI Z DI DIY

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Perkembangan industri minuman kekinian mendorong meningkatnya konsumsi minuman *matcha* di kalangan generasi Z. Dalam persaingan pasar yang semakin ketat, pelaku usaha perlu memahami faktor-faktor yang dapat meningkatkan minat beli ulang konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *brand image*, persepsi harga, dan eWOM terhadap minat beli ulang minuman *matcha* pada generasi Z di DIY. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data diperoleh dari 417 responden generasi Z yang berdomisili di DIY, pernah mengonsumsi minuman *matcha* minimal satu kali dalam enam bulan terakhir, serta pernah melihat atau membaca ulasan mengenai minuman *matcha* melalui media digital. Analisis data dilakukan menggunakan regresi linear berganda dengan bantuan program SPSS 25. Hasil penelitian menunjukkan bahwa *brand image*, persepsi harga, dan eWOM secara simultan berpengaruh signifikan terhadap minat beli ulang minuman *matcha* pada generasi Z di DIY. Secara parsial, *brand image* berpengaruh positif dan signifikan terhadap minat beli ulang. Sebaliknya, persepsi harga dan eWOM tidak berpengaruh signifikan terhadap minat beli ulang. Temuan ini menunjukkan bahwa *brand image* menjadi faktor utama yang mendorong konsumen untuk melakukan pembelian ulang minuman *matcha*, sedangkan persepsi harga dan informasi yang diperoleh melalui media digital belum menjadi faktor penentu dalam keputusan pembelian ulang.

Kata kunci: *Brand image*, Persepsi Harga, eWOM, minat beli ulang, minuman *matcha*, Generasi Z.

ABSTRACT

THE INFLUENCE OF BRAND IMAGE, PRICE PERCEPTION, AND ELECTRONIC WORD-OF-MOUTH (EWOM) ON REPURCHASE INTENTION FOR MATCHA BEVERAGES AMONG GENERATION Z IN THE SPECIAL REGION OF YOGYAKARTA

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The rapid growth of the contemporary beverage industry has contributed to the increasing popularity of matcha drinks among Generation Z consumers. In an increasingly competitive market, businesses need to understand the factors that encourage consumers to make repeat purchases. This study aims to analyze the influence of brand image, price perception, and electronic word of mouth (eWOM) on repurchase intention for matcha beverages among Generation Z in the Special Region of Yogyakarta. This study employed a quantitative approach with a causal associative design. The sampling technique used was purposive sampling. Data were collected from 417 Generation Z respondents residing in the Special Region of Yogyakarta who had consumed matcha drinks at least once within the last six months and had read or viewed online reviews related to matcha beverages through digital media. The data were analyzed using multiple linear regression with the assistance of SPSS version 25. The results indicate that brand image, price perception, and eWOM simultaneously had a significant influence on repurchase intention among Generation Z in DIY. Partially, brand image had a positive and significant influence on repurchase intention. In contrast, price perception and eWOM did not have a significant influence on repurchase intention. These findings suggest that brand image is the primary factor in influencing consumers to repurchase matcha drinks, while price perception and digital reviews are not the main determinants of repeat purchase decisions.

Keywords: Brand image, Price Perception, eWOM, Repurchase Intention, Matcha Beverages, Generation Z.