The Factors Influencing Repurchase Intention of Craft Beer Tuatara

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Abstract – The existence of craft beer in Indonesia has not been widely known. However, the intention of consuming craft beer is relatively high as the sales of PT. Beervana has been increasing. The main objective of this research is to find out how the factors influence repurchase intention of craft beer. This study uses quantitative method to analyze the data that have been collected from 200 respondents through a questionnaire using multiple linear regression. The findings of this study indicate that product characteristics, perceived quality, country of origin, and conformity significantly influence consumer repurchase intention. However, packaging is found to not have significant influence towards consumer repurchase intention.

Keywords: Repurchase Intention, Product Aspect, Country of Origin, Conformity

Introduction

Beer in Indonesia has been existed for not so long compared to other countries as Indonesia is not a country that highly consumes beer. However, this also does not mean that Indonesians are not beer lovers (Ristanto, 2016). The Ministry of Industry (2017) noted that for the last five years, the average beer export was recorded to grow 12% per year. In 2017, the alcoholic beverage sector contributed to state revenues from excise to Rp5.2 trillion which increased from 2016 that was only Rp5.1 trillion (Triyono, 2018). According to Corporate Direction (2016), Southeast Asia has high economic growth and low alcohol consumption compared to developed countries but with a population that continues to increase, thus becoming a promising market for beer producers.
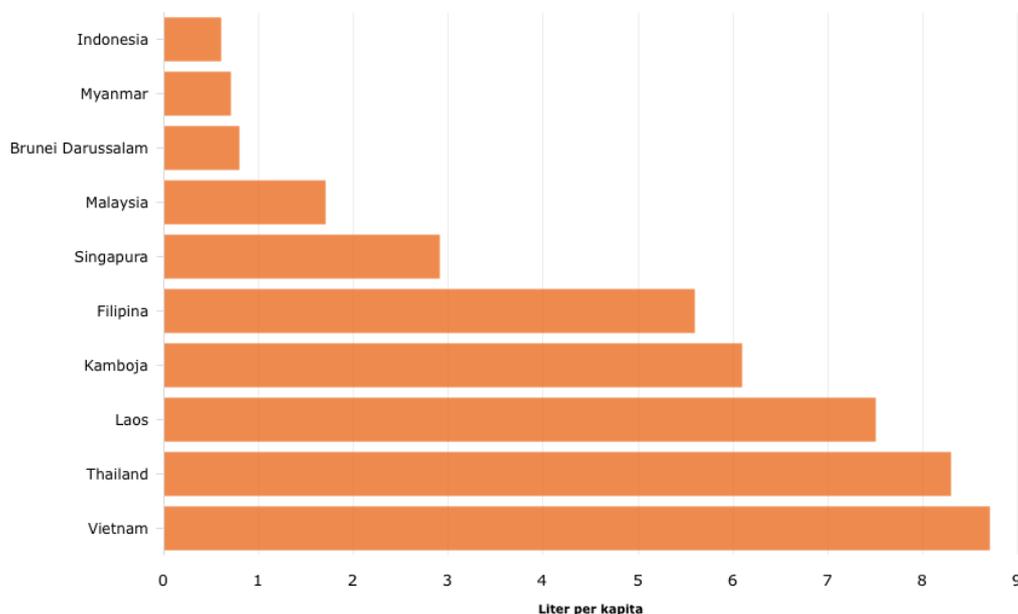

Figure 1. Alcohol consumption in ASEAN countries 2017

Source: Katadata, 2017

Based on the figure above, Indonesia is one of the countries that has relatively low beer consumption in Asia. It may be concluded that among other countries, Vietnam is the largest market with the highest level of per capita consumption with Thailand occupying the second highest. As Malaysia, Brunei Darussalam, and Indonesia are countries with large Muslim populations, therefore their beer consumption per capita is relatively low.

Based on the Central Bureau of Statistic (2013), the population of Muslim in Indonesia is around 90% or 240 million. Muslim is strictly forbidden to consume beer which may be a disadvantage on beer companies' sales and becomes a challenge for the companies. Interestingly, in recent years, craft beer began to enter the Indonesian market, including PT. Beervana. Craft beer is a type of beer made with high quality natural raw materials to produce the best taste and quality of beer. PT. Beervana is an importer and distributor company of craft beer in Southeast Asia and began entering the Indonesian market. One of the company's import brands is Tuatara, a craft beer from New Zealand, which has three core beers: Pilsner, Sauvinova, and APA with an average alcohol content of 5%.

Table 1. Total Sales Tuatara

Year	Total Sales
2017	Rp. 1.247.532.568
2018	Rp. 3.279.902.199

Source: PT. Beervana, 2019

The existence of craft beer in Indonesia has not been well known, yet based on the Figure above, total sales of Tuatara beer from 2017 to 2018 have increased. It shows that purchase intention of craft beer in Indonesia is high despite the fact that Indonesian population is predominantly Muslim. Although the sales of Tuatara beer have been increasing, however, the increase in beer sales has attracted many beer brands to occupy market share in the country. In addition, the Indonesian beer market is considered as a high-value market. Further, there are many beer brands in the Indonesian beer market, both local and international brands which creates a highly competitive beer market competition in Indonesia.

In the midst of the highly competitive beer market in Indonesia, a company that is considered successful in the competition is the company that creates and retains a customer, thus the company's goals are achieved. In order for these objectives to be achieved, each company must be able to produce and deliver goods and services that can fulfill customer's needs. The importance of the role of customers forces companies to develop strategies that can attract customers to buy their products. Not only with strategy, but producers also have to continue to strive to make them loyal customers. In general, customers' attitudes play a major role in the formation of consumer behavior to decide which products to purchase and repurchase. Tight competition encourages companies to think about how to encourage interest in repurchasing products and services. Repurchase Intention as a goal of the company to increase company profits and as a reference or forecast of repurchase behavior towards the same brand after previous experience or expectations that have been fulfilled (Goh et al., 2016).

Based on the description above, this research is intended to study the factors that influence customers repurchase intention of Tuatara craft beer. This research is expected to know clearly about what customers need and want, so those producers can set the right strategy.

Therefore, the company can market its products well and can compete in the existing market segmentation so that the company's goals can be achieved.

The research questions in this study are as follows:

- Does Packaging significantly influence customers' Repurchase Intention of Tuatara craft beer?
- Does the Characteristics Product significantly influence customers' Repurchase Intentions of Tuatara craft beer?
- Does Perceived Quality significantly influence customers' Repurchase Intentions of Tuatara craft beer?
- Does the Country of Origin significantly influence customers' Repurchase Intentions in Tuatara craft beer?
- Does Conformity significantly influence customers' Repurchase Intentions in Tuatara craft beer?

First, packaging is a container or wrapper for a product. Packaging is a brand personality that can enhance the customer experience of a product. Therefore, packaging design is made with complete product information so that it becomes an effective channel for communicating product values and customer experience. Meanwhile, packaging design must be well designed to make the product recognizable (Kent & Omar 2014). Packaging is likely to affect customers to trigger their purchase intention of alcoholic beverages. Packaging design in the context of marketing alcoholic beverages consists of plastic boxes and bottle shapes with clear identities and information so that it can positively influence customers' decision-making processes. Therefore, the design of packaging has to be ensured to receive positive responses from the customers because they seem to see the packaging holistically to ensure that it is in accordance with their social identity before they buy alcoholic beverage brands (Idoko, Nkamnebe, Ireneus, & Okoye, 2013). Meanwhile, Abidin, Effendi, Ibrahim, and Idris (2014) stated that packaging creates several meanings in customer perceptions such as convenience, friendly environment, natural environment, nationality, authenticity, prestige, value, and others. Besides creating customer perceptions, packaging also has various functionality types. The first type is the main package, which is directly in touch with the product. The second type is the secondary packaging function, which aims to protect, creates product identity, and convey product quality to customers. The last packaging type is a tertiary packaging function whose function is the same as the secondary packaging type but focuses on the commercial chain.

Previous research by Wigatiningshi (2016) found that packaging has an effect on repurchase intention. Besides, Saladin (2003) also argued that "one of the goals of packaging is to attract customers to buy products". If customers are satisfied with the packaging, the attractiveness of the packaging is what can affect consumers to buy products on an ongoing basis. In other words, packaging is an important consideration for consumers before deciding to buy a product. The more attractive the product packaging is, the higher customers' repurchase intention is. Based on the literature review above, the first hypothesis of this study is Packaging significantly influencescustomers' repurchase intention of craft beer.

Second, characteristics of product. According to Kottler & Keller (2006), product characteristics are different conditions of the product compared to competitors that can be offered to customers to meet their needs. Each product has different characteristics, and each

producer always tries to create a product that has its own unique characteristics so that customers have a special perception of the product in their minds. Among alcoholic beverages, beer is the most consumed in the whole world, and customer appreciation for beer products is mainly influenced by their sensory characteristics (Gómez, Escalona, García, Chollet & Valentin, 2016). Two elements that act as causes for beer preferences are the characteristics of beer and the buying process. Beer characteristics are represented by intrinsic and extrinsic beer attributes. Intrinsic attributes refer to beer physical attributes such as aroma, carbonation, foam, and taste, while extrinsic beer attributes are more related to purchase decisions such as brand, price, distribution, packaging, and country of origin (Aquilani, Laureti, Poponi & Secondi, 2015). Previous research conducted by Nurani and Haryanto (2010), Nilawati and Indriani (2012), and He, Kim, and Gong (2017) stated that product characteristics have a significant influence on repurchase intention. Based on the literature review above, the second hypothesis of this study is as follows: Characteristics of product significantly influences customers' repurchase intention of craft beer.

Third, Perceived Quality defined as customer perceptions of the quality and superiority of a brand, both in products and services. In other words, perceived quality is the view or assumption of customers about the quality of products and services in accordance with what is expected. Customers determine the quality of a product based on various types of information related to the product (Arnila, 2016). High quality occurs when customers recognize brand differentiation and excellence compared to competitors. This will affect their purchase decisions and will encourage them to choose the high quality one rather than other brands. It means that the perception of high quality will influence the choice of customers, which consequently will cause an increase in brand equity (Listiana, 2012).

Customer perceptions of product quality will shape preferences and attitudes which in turn will influence their decision on whether to buy or not. The perceived quality of each customer gives value in several forms including the reason for buying which will affect their purchase intention. Positive perceptions about product quality will stimulate customer purchase intention followed by buying behavior (Kristyatmoko & Andjarwati, 2013). Previous research from Haikal and Suliyanto (2018) argued that perceived quality significantly influences a person's behavior in making decisions about what is desired. Furthermore, previous studies conducted by Ariffin, Yusof, Putit, and Shah (2016), Puspitasari (2006), Nurcahya and Soelasih (2020) and Herawati(2013) also found that perceived quality significantly influences repurchase intention. Based on the literature review above, the third hypothesis of this study is as follows: Perceived quality significantly influences customers' repurchase intention of craft beer.

Fourth, Country of origin is a brand's origin country which is an important factor that influences purchase intention. Customers will be careful in evaluating where the product comes from. Country of origin influences perceptions and images in the minds of customers. In fact, the country of origin and country's image are the simple basis for determining information about product characteristics and product valuation. Country's image is formed by past experiences and perceptions of the country's production combined with market forces. Customers tend to have a certain impression of a product produced by a certain country (Setianingsih, 2016).

In addition, Calvo and Levy (2015) concluded that customers are considered to have more loyalty to the global beer brand than the local beer brand because customers trust the global beer brand. Further, previous researches conducted by Moslehpour, Wong, Pham, & Aulia (2017) and Visataningrum (2012) found that the country of origin influences repurchase intention. Therefore, it may be concluded that the customer considers the image of the country where the product is made before buying the product. Based on the literature review above, the fourth hypothesis of this study is as follows: Country of Origin significantly influences customers' Repurchase Intention of craft beer.

Fifth, Conformity is defined as the adoption of behavior which is similar to the one taken by group members to get recognition from that group. Conformity behavior is also seen as a result of social influence processes. The increasing of consumer participation is positively correlated with attractiveness to observe customers. In other words, people can follow the collective decisions of others to decide their own behavior. This type of behavior is referred to herding behavior or conformity (Chen, Shang, Shu, & Lin, 2015)

Conformity refers to social phenomena in which individuals are influenced by society in their decision-making processes. This is a non-speaking norm that regulates consumer behavior and concepts that incorporates social influences in explaining consumer behavior (Park & Yang, 2010). Gómez et al. (2016) found that people drink alcohol for various reasons: 1) social reasons, which refer to social obligations and celebrations; 2) psychological or runaway effects, which refer to avoidance and sensation; 3) intrinsic reasons or "health aspects", which refer to pleasure derived from alcohol. Referring to previous studies, it is found that there is a significant influence of conformity with social norms on customer purchase intention (Zhou & Poon, 2011). This is also supported by the theory by Kotler (2000) which states that a person's buying behavior will be influenced by groups where they have a direct or indirect influence on a person's attitude or behavior.

Previous research conducted by Kurniaratri and Sanawiri (2013) found that conformity has a significant influence on purchase intention. However, researcher did not find any prior studies which explain that conformity has a significant influence on repurchase intention. Therefore, this research attempts to study this phenomenon that has not been studied by other researchers. Based on the literature review above, the fifth hypothesis of this study is as follows: Conformity significantly influences customers' Repurchase Intention of craft beer.

Last, Repurchase Intention. Acording to Suryani (2008), repurchase intention refers to customers who have purchased a product twice or more regularly. Repurchase intention is a purchase interest based on the buying experience that has been done in the past. The high interest in repurchasing reflects a high level of customers satisfaction from their previous experience. The interest for products arises when customers have the perception that the products they use are made of good quality and can meet their needs or even exceed expectations of consumers. The high interest in repurchasing will have a positive impact on the success of products in the market (Vinda, 2015).

Method

The population in this study are customers over the age of 21 which is the legal age of consuming and buying alcohol in Indonesia. There are 35 questions in total, thus the minimum sample needed is 175 respondents. This study successfully collected data from total 200

respondents in order to reduce error and generate more accurate result. The sampling technique used in this study is non-probability sampling, which is purposive sampling. Purposive sampling is sampling based on certain criteria determined by the researcher which in this study are respondents who have purchased and consumed Tuatara craft beer.

Table 2. Observed Variables

Variables	Definitions	Indicators	Sources
Packaging	Packaging is a container to increase the value and function of a product.	Extravagant packaging Value of packaging Intence to purchase from packaging Designd packaging lit to satisfying Type of packaging	Prentice & Handsjuk (2016) with modification
Characteristic Product	Product characteristics are conditions that are different from a product that can be compared from competitors offered to consumers to meet needs.	Aroma Level of Bitterness Alcohol percentage Product quality Raw material	Aquilani, Laureti, Poponi, & Secondi, (2015) with modification
Percieved Quality	Percieved Quality as customer perceptions about the overall quality or superiority of the product or service in relation to the intended purpose, relative to the alternative.	Product quality Quality Ingredients Taste Process of production Product knowledge	Vo&Nguyen (2015) and Valtorta (2015) with modification
Country of Origin	Country of origin is a brand's origin country that influences purchase intention which is an important element in influencing a product's buying interest	Country origin Price value High quality based on origin country Competitive capability Trustworthy origin country	Prentice & Handsjuk (2016) and Surya (2018) with modification
Conformity	Conformity is defined as the adoption of behavior which similar with the one taken by group members to get recognition from that group.	Comply others decision Social encourage Acceptance by people around Social equality	Chen, Wu, Tong, Guan & Zhou (2012)with modification
Repurchase Intention	Repurchase intention is the desire and action of consumers to repurchase a product, because of satisfaction received according to the desired of a product.	Probability consider buying Consume in the future Recommed other to consume Priority products to buy	Ayu (2009) with modification

The data analysis technique used in this study is multiple linear regression analysis in order to explain the relationship between one dependent variable with more than one independent variables. Multiple linear analysis is also used to determine the factors that significantly influence repurchase intention of Tuatara craft beer. This study uses a questionnaire as the data collection technique. The questionnaire uses a Likert scale that has five alternative answers which are divided into 1 as strongly disagree, 2 as disagree, 3 as neutral, 4 as agree, and 5 as strongly agree.

The researcher conducted a pre-test to 30 respondents to find out whether filling instructions, building questions, and other important parts of the questionnaire are understood and indeed accurately represent each variable. The results will be used to evaluate the research questionnaire and then redistribute it to the actual respondents. Based on the Table below, Corrected Item-Total Correlation is used to identify the Validity. The value of the Correction

of Total Items from each question must be above 0.361 based on the r-table. The result shows that Packaging has one invalid question (PC1), Product Characters has 2 invalid statements (CP2 and CP4), Perceived Quality has 4 invalid statements (PQ1, PQ2, PQ3, and PQ4), Conformity has 1 invalid statement (CM1), and Repurchase Intention has 1 invalid statement (RPI3) as all of the values of Correctem Item-Total Correlation are less than 0.361. Therefore, researchers revised the invalid indicator statements in several variables so that researchers can proceed it to the real study. Reliability and Validity Tests were carried out by looking at Cronbach's Alpha values for each variable and Item Correlation - the Total Corrections generated from each question. This research use Arikunto's (2010) interpretations of reliability scale are: 0.00 - 0.20 Not Reliable, 0.20 - 0.40 Less Reliable, 0.40 - 0.60 Moderate Reliable, 0.60 - 0.80 Reliable, 0.80 - 1.00 Very Reliable. The result of validity testing as follow.

Table 3. Reliability and Validity Pre-test Results

Variable	Indicator	Corrected Item-Total Correlation	Cronbach's Alpha	Action
Packaging	PC1	,291	,670	Revise
	PC2	,521		Continue
	PC3	,380		Continue
	PC4	,605		Continue
	PC5	,401		Continue
Character Product	CP1	,479	,629	Continue
	CP2	,331		Revise
	CP3	,382		Continue
	CP4	,228		Revise
	CP5	,495		Continue
Perceived Quality	PQ1	,069	,467	Revise
	PQ2	,218		Revise
	PQ3	,268		Revise
	PQ4	,291		Revise
	PQ5	,452		Continue
Country of Origin	COO1	,418	,708	Continue
	COO2	,601		Continue
	COO3	,555		Continue
	COO4	,311		Continue
	COO5	,478		Continue
Conformity	CM1	,292	,782	Revise
	CM2	,486		Continue
	CM3	,565		Continue
	CM4	,673		Continue
	CM5	,824		Continue
Repurchase Intention	RPI1	,433	,704	Continue
	RPI2	,532		Continue
	RPI3	,338		Revise
	RPI4	,536		Continue
	RPI5	,468		Continue

(Source: SPSS 16.0 Analysis Output (2018))

Based on the hypothesis that already stated before, it can be concluded as research model. The model of this research as follow.
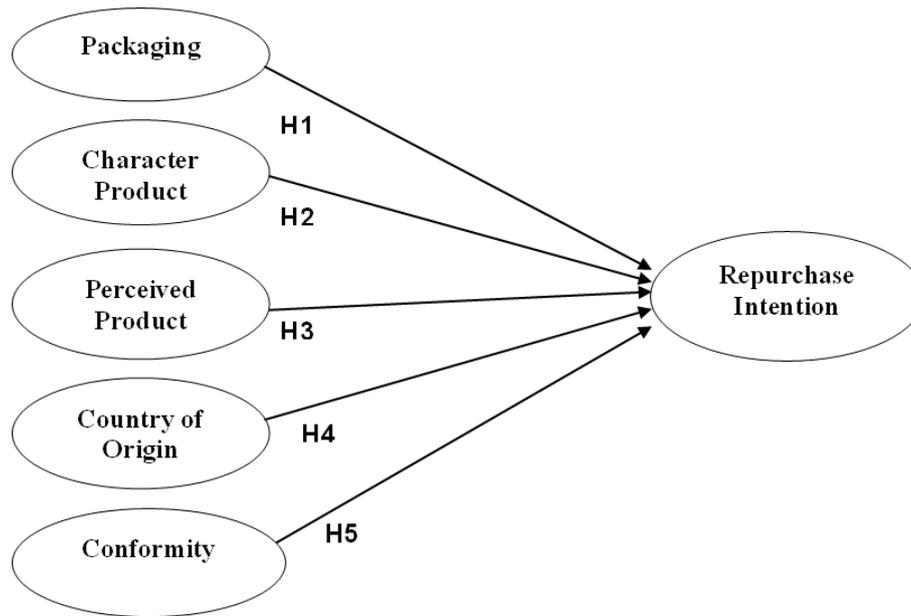
Figure 2. Research Model

Results and Discussions

The questionnaire was distributed online through Instagram using google spreadsheets to save time and facilitate data collection. After passing screening stage, the researchers managed to collect as many as 200 respondents. The details of each profile of respondents are shown in Table 4.

Table 4. Profile Respondents

Category	Sub-category	Frequency	Percentage (%)
Gender	Female	108	54%
	Male	92	46%
Age	21-24	165	82%
	25-29	27	14%
	30-39	6	3%
	40-49	2	1%
	>50	0	0%
Current Education	Under graduade	102	51%
	Graduate	94	47%
	Master	3	1%
	Doctors	1	1%
Status	Married	16	8%
	Single	184	92%
Monthly Expenses	< Rp. 2.000.000	54	27%
	Rp. 2.000.000 – 5.000.000	111	55%
	Rp 5.000.000 – 10.000.000	28	14%
	Rp. 10.000.000 – 20.000.000	5	3%
	> Rp. 20.000.000	2	1%
Professsion	Student	111	55%
	Entrepreneur	30	15%
	Goverment Employees	6	3%
	Private Employees	49	25%
	Others	4	2%

Descriptive Analysis shows the mean and standard deviation of independent variables

and the dependent variable according to the respondent's response. The result of descriptive analysis as follow.

Table 5. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Total_PC	200	5	25	20.03	4.314
Total_CP	200	5	25	19.94	3.959
Total_PQ	200	5	25	20.60	4.328
Total_COO	200	5	25	19.42	4.180
Total_CM	200	5	25	16.16	5.675
Total_RPI	200	5	25	19.70	4.465
Valid N (listwise)	200				

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Multiple Linear Regression Analysis

Table 5. Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.939	.872		-1.077	.283		
	Total_PC	.024	.062	.024	.393	.695	.353	2.832
	Total_CP	.347	.080	.308	4.346	.000	.252	3.966
	Total_PQ	.320	.074	.310	4.320	.000	.246	4.058
	Total_COO	.250	.070	.234	3.588	.000	.298	3.350
	Total_CM	.111	.031	.141	3.557	.000	.804	1.244

Multiple Linear Regression is the most well-known type of regression analysis. As a prescient investigation, in some cases, Multiple Linear Regressions is utilized as a part of the examination to portray information and to clarify the relationship between one dependent variable and at least two independent variables.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Based on Table 5 Coefficient Table, the result of multiple regression analysis will be interpreted in the standardized form of the equation as follows:

$$Y = -.939 + 0.024 (PC) + 0.347(CP) + 0.320(PQ) + 0.250(COO) + 0.111 (CM)$$

T-Test

The partial T-Test will use the effect of each independent variable towards the

dependent variable. F-Test is used to simultaneously test the influence of all independent variables on the dependent variable. If the value is less than 0.05, every independent variable is significant. As shown in Table 5 the value in Sig. all variable has a significant influence toward repurchase Intention except Packaging. In conclusion, Characteristic Product (CP), Perceived Quality (PQ), Country of Origin (COO), and Conformity (CM) has a significant influence toward repurchase Intention. Therefore, H2, H3, H4, H5 are accepted, while, H1 is rejected.

F-Test

The level of significant for the F-Test is 0.000 and F value calculated at119.093. With the significant value less than α (0.05), it indicates that all independent variables (Packaging, Characteristic Product, Perceived Quality, Country of Origin, and Conformity) are simultaneously significant towards Repurchase Intention.

Coefficient of Determination (R^2)

The value of Adjusted Square R is 0.748 or 74.8%. It means that independent variables are influencing the dependent variable for 74.8%, while the rest percentage, which is 25.2% is influenced by other variables which are not mentioned in the research.

Hypothesis Analysis

H1: Packaging significantly influences customers' repurchase intention of craft beer.

From the results of the analysis that has been done, the regression analysis shows a significant value of 0.695 which is above 0.05. Therefore, the submission of H1 in this study is not supported because it indicates that packaging not positively influence on repurchase intention. The result of this study is supported by previous research conducted by Putranti & Suparmi (2016) which stated that packaging does not significantly influence repurchase intention because customers consider products more in terms of taste and benefits than packaging considerations. The researcher thought that the packaging does not significantly influence the repurchase intention of the Tuatara craft beer because the sample used as respondents in this study arepeople who have bought and tasted tuatara beer. Therefore, packaging is not a major factor in making repurchase intention.

H2: Characteristics of product significantly influences customers' repurchase intention of craft beer

From the results of the analysis that has been done, the regression analysis which shows a significant level of 0,000 which is below 0.05. In submitting this H2 it was found that product characteristic was considered have a significant influence the repurchase intention. The result of this study supported by Kotler & Keller (2006) who stated that a product that has unique characteristics and is different from similar products in the market, will attract the attention of prospective customers. This is also supported by previous research conducted by Nurani and Haryanto (2010), Nilawati and Indriani (2012), and Heet al., (2017) stated that product characteristics has a significant influence on repurchase intention. Researcher suppose that product characteristics of Tuataracraft beer different with commercial beer in the market. The characteristic of product also similar with product attribute. Based on the previous research,

product attribute influence purchasing decision (Riyanto and Masjud, 2017) that is inline with this research.

H3: Perceived quality significantly influences customers' repurchase intention of craft beer

Based on the results of data analysis, the regression analysis which shows that a significant level of 0,000 which is below 0.05. In submitting this H3 it was found that perceived quality has a significant influence the Repurchase intention. Craft beer has good quality ranging from aroma and taste so researcher assumes that higher perceived quality of the product leads to higher repurchase intention in Tuatara craft beer product. This is in accordance with the opinion of Aaker (2008) stated that the perception of good quality in the eyes of consumers will increase buying intention because it provides a strong reason in the minds of customers for choosing the brand. The results of this study were also supported by previous research conducted by Ariffin et.al, (2016), Haikal and Suliyanto (2018)shows that perceived quality has a significant influence repurchasing intention.

H4: Country of Origin significantly influences customers' Repurchase Intention of craft beer

Based on the results of data analysis, the regression analysis which shows that a significant level of 0,000 which is below 0.05. In submitting this H4 it was found that the Country of Origin has a significant influence the Repurchase intention. This is also supported by the results of previous studies conducted by Moslehpour et.al, (2017) which stated that Country of Origin has a significant influence Repurchase Intention. Based on the results of the analysis, the researcher concluded that in the craft beer product industry, the country of origin has a significant influence on repurchase intention. Customers consider the image of the country where the product is made before buying beer products.

H5: Conformity significantly influences customers' Repurchase Intention of craft beer

Based on the results of data analysis, the regression analysis which shows that a significant level of 0,000 which is below 0.05. In submitting this H5 it was found that Conformity has significantly influence repurchase intention. The result of this study also supported by previous research conducted by Kurniaratri and Sanawiri (2017) stated that conformity has a significant influence purchase intention, but does not check the effect of conformity on repurchase Intention. However, customer repurchase intention can be more important than purchase intention because it shows that the customer is willing to buy the same product in the future. These results are in line with the theory presented by Kotler (2008) that the reference group can influence someone through three paths, namely exposing someone to new lifestyle behaviors, influencing one's personal behavior and concepts and creating pressure to follow group habits that might influence one's product choices.

Conclusions and Recommendations

In this study, the researcher intends to know whether packaging, characteristic products, perceived quality, country of origin and conformity has a significant influence on the repurchase intention on Tuatara beer products. Based on the results obtained, the researchers concluded that product characteristics significantly influence repurchase intention on Tuatara craft beer. This shows that Tuatara craft beer has strong characteristics that can be remembered

by customers in terms of taste, aroma, and quality. In addition, the perception of quality significantly influences repurchase intention on Tuataracraft beer. Researcher assumed that the higher perceived quality of beer product are more likely to be repurchased. Further, the country of origin significantly influences repurchase intention on Tuatara craft beer. This shows that the country's image on the brand in Tuatara craft beer has a good image so that customers have the repurchase intention. Furthermore, conformity has a significant influence on the intention to repurchase.

After conducting this research, future expectations for PT. Beervana as a craft beer distributor in Indonesia are to make efforts to improve the product characteristics and perceived quality to increase the repurchase intention towards Tuatara craft beer. This is because product characteristics and perceived quality are the most dominant and significant factors affecting repurchase intention. Based on the respondentprofiles, the majority of them are undergraduates or those who do not have yet income but only allowances actually already have a high buying intention of craft beer. In the future, this craft beer market can be a promising business where those who currently only have allowances will soon earn income. The results of this study can be used as a reference for future researchers to develop new research models by considering other variables outside the variables that have been used in this study.

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