

ABSTRACT

The growth of the bottled water industry market in Indonesia post-Covid-19 pandemic presents a significant opportunity for every bottled water producer in Indonesia. This is supported by data indicating a 10% increase in the demand for bottled water compared to the previous year. However, AQUA as major player in the bottled water industry, experienced a decline in sales and Brand Index in 2023, which is believed to be due to calls for a boycott of AQUA products and news regarding BPA content in their products.

The rapid development of information search and exchange on the internet, commonly known as Electronic Word of Mouth (EWOM), in Indonesia has facilitated the swift spread of these phenomena and is likely affecting AQUA's sales. Therefore, the purpose of this study is to determine the extent of the impact of Product Quality and Brand Hate on Non-Repurchase Intention, mediated by online complaining and N-EWOM, in the bottled water industry in Indonesia, specifically for AQUA products.

This research is a quantitative study with causal and descriptive analysis. Sampling was conducted by distributing questionnaires to 465 respondents, and the data were analyzed using the Structural Equation Model (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 on Non-Repurchase Intention mediated by online complaining and N-EWOM for AQUA products. The model in this study is capable of predicting the Non-Repurchase Intention of AQUA consumers by 45.8% which is classified as weak.

Based on these findings, Danone AQUA can: (1) cease activities that deviate from the ideology of the Indonesian society, (2) build a positive Brand Image, and (3) respond to and improve the quality of AQUA products in accordance with consumer complaints on social media.

Keyword : *Brand hate, N-EWOM, Non-Repurchase Intention, Online Complaining, Product Quality*