The Influence of *Perceived Value*, *Brand Awareness*, *Health Consciousness,* and *Product Variety* towards *Repurchase Intention* through *Purchase Intention* and *Purchase Decision*

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| ARTICLE INFO	ABSTRACT
	This study aims to analyze and prove perceived brand awareness and health consciousness and product variety on repurchase intention through purchase intention and purchase decision on Ultra Milk consumers in Samarinda. This study used a questionnaire with a sample of 145 Ultra Milk consumers in Samarinda. This research uses a quantitative approach with path analysis which is processed with IBM SPSS Statistics 23 software and Structural Equation Modeling (SEM) with AMOS 23 software. this research uses a method or approach that has been determined by distributing a sample questionnaire of 145 Ultra Milk consumers in Samarinda, sampling using the accidental random sampling technique. By conducting instruments, namely validity and reliability tests and classical assumption tests such as normality tests and multicollinearity tests, then estimation tests and structural model fit tests are carried out. Based on the structural model, it can be concluded that there is a significant relationship between the variables perceived value, brand awareness, health consciousness and product variety to purchase intention; purchase value, product variety, purchase intention to purchase decision; purchase decisions and products variety to repurchase intention.

1. Introduction

Milk is a nutritious white liquid and is a source of animal protein with high nutritional content that can not only strengthen teeth and bones but also strengthen nails and hair. It can meet human needs and its strategic existence is able to produce quality human resources for national development. So it is not surprising that the demand for milk continues to be found among the people. The Indonesian Ministry of Industry in 2022 stated that the need for milk in the last six years has increased by an average of 6% per year, which is thought to be the impact of the increasing population, changes in lifestyle, to increasing health literacy thanks to advances in technology and information today which is ultimately able to make people aware, especially in Indonesia, about the importance of maintaining health.

Table 1. Top Brand Index

Brand Name	2019	2020	2021	2022	2023
Ultra Milk	**42.70 %**	**31.80 %**	**32.90 %**	**36.00 %**	**31.70 %**
Frisian Flag	17.20 %	21.90 %	18.40 %	15.50 %	18.00 %
Bear Brand	12.30 %	14.30 %	18.80%	18.20 %	18.30 %
Indomilk	12.50 %	14.50 %	11.90 %	11.00 %	13.40 %
Milo	4.80 %	5.30 %	4.80 %	5.20 %	7.60 %

Figure 1. 1Comparison of Brand Index of Liquid Milk in Ready-to-Drink Packaging

Source: https://www.topbrand-award.com/
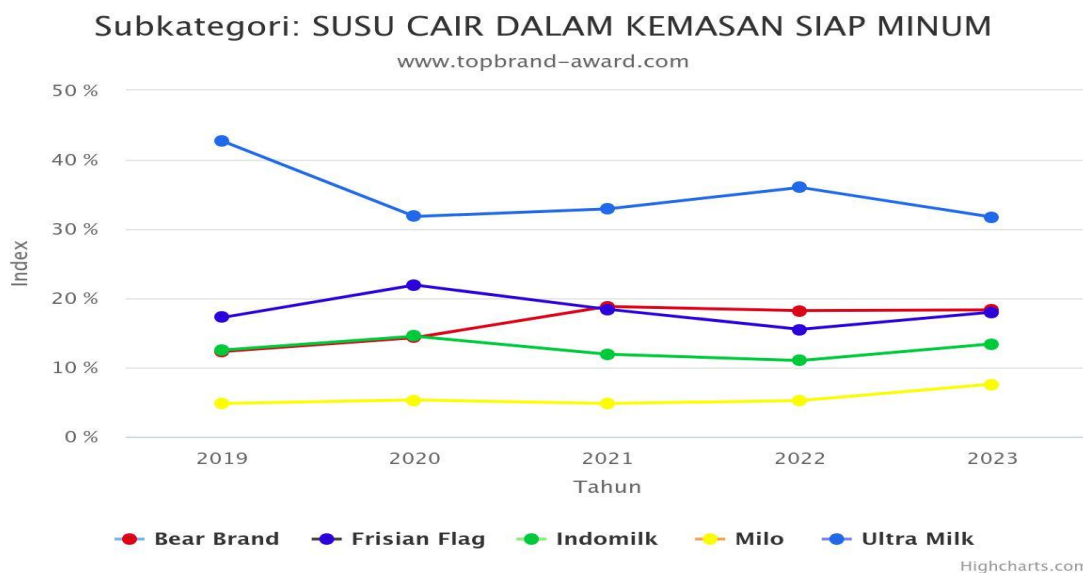
Based on the explanation above, when associated with the success of PT Ultrajaya Milk Industry and Trading Company Tbk. (The Company) has been established for more than 50 years in Indonesia, none other than because of the nature of the product which is easily distributed evenly to various regions in Indonesia, one of which is in Samarinda, East Kalimantan. As the capital city of East Kalimantan province which is densely populated, it ultimately encourages the basic food industry to further develop to provide various needs of the residents, one of which is the need for milk consumption itself. As quoted from data from the Central Statistics Agency regarding "Average Per Capita Consumption per Week According to Egg and Milk Groups per Regency/City (Commodity Unit) from 2021 to 2023" shows that Samarinda City was in 2021 at the 102nd highest rank, then in 2022 it increased to the 45th highest rank, until in 2023 it reached the 42nd highest rank for Factory liquid milk consumption among 514 Regencies/Cities in Indonesia.

So it can be concluded in general that the demand for Factory Liquid Milk, including UHT Milk in Samarinda, is predicted to continue to increase and at the same time be a good opportunity for milk producing companies in Indonesia including PT Ultrajaya Milk Industry and Trading Company Tbk. That not only need the benefits offered by UHT milk products themselves, it is said that consumers in the Indonesian market lately have diverse needs, especially among mothers and children. However, PT Ultrajaya Milk Industry and Trading Company Tbk. with its proud product, namely Ultra Milk UHT Milk, has been able to prove its existence in the domestic market with various strategies until it succeeded in becoming one of the five favorite UHT milks in Indonesia as quoted from one of the Iprice articles entitled "5 Favorite UHT Milks in Indonesia, Which is Your Favorite?" in 2021. Not only that, databoks also published several brands of UHT milk that were widely consumed by the Indonesian people in the past year (February 2023) and Ultra Jaya milk was in third place after Frisian Flag and Indomilk.

Finally, based on the various explanations above starting from the data displayed in Table 1.1. and Figure 1.1. *Top Brand Award* above, it can be understood in general that Ultra Milk which is rich in benefits for body health is always consistently in the top position in the minds of consumers in Indonesia compared to several competitor brands, namely Frisian Flag, Bear Brand, Indomilk, and Milo. That in line with this phenomenon, it can also be understood that consumers in the domestic market are very aware of the existence of the Ultra Milk UHT milk brand or product which is available with various innovations to meet the various needs of consumers themselves.

This means that PT, Ultrajaya Milk Industry and Trading Company Tbk. in the midst of the current tight

industrial competition needs to pay attention to the *Repurchase Intention phenomenon* in the targeted market, one of which is in Samarinda City. It is important to know the level of *Repurchase Intention* which is closely related to the long-term survival of a brand. By involving several key factors such as *Perceived Value, Brand Awareness, Health Consciousness*, and *Product Variety* which are identical to UHT Ultra Milk products as previously explained. This study will reveal which key factors can influence *Repurchase Intention.*

This study also uses a mediating variable between exogenous and endogenous variables. This mediating variable is called an intervening variable. In this study I used 2 (two) intervening variables, namely the *Purchase Intention* variable and the Purchase Decision variable *which* can also influence someone to become a Repurchase *Intention* .

The next phenomenon is that there is still a gap (GAP) between the research results published in international journals that are still diverse in the field of marketing about the relationship between the variables of *Perceived Value, Brand Awareness, Health Consciousness,* and *Product Variety* which in conclusion are still diverse, namely that there are those that have a significant influence and some that are not significant from the results of research conducted by previous researchers. Based on the background and phenomena and *the Research Gap* that has been described above, the researcher raised the title "The Influence of *Perceived Value, Brand Awareness* , and *Health Consciousness* and *Product Variety* on *Repurchase Intention* through *Purchase Intention* and *Purchase Decision* on Ultra Milk consumers .

1.1 Perceived Value (Perceived Value)

[1] stated that perceived value is based on consumer evaluation of a product or service offered and considering the benefits received and costs incurred. Therefore, it can be concluded that *Perceived Value* is a consumer's assessment of a product or service before purchasing it.

1.2 Brand Awareness

[2] stated that Brand Awareness is the consumer's experience of a brand. Brand awareness is the probability that consumers have information about a brand's services, products, and about all brand features. Brand awareness is the wealth of knowledge about brands and organizations.

1.3 Health Consciousness

[3] states that Health Consciousness is considered solely as a person's psychological or inner status, including health awareness, health self-awareness, health involvement, and *self-monitoring* of one's health.

1.4 Product Variety (Product Variation)

[4] that product variations are experts in their own right in a brand or product line that can be differentiated by size, price, appearance or features.

1.5 Purchase Intention (Purchase Intention)

[5] stated that purchase intention is defined as a combination of consumer interest and possibility to purchase a product.

1.6 Purchase Decision (Purchase Decision)

[1] that the stage in the buyer decision-making process is where the consumer actually buys.

2. Methods

The method used in this study is a survey method by interviewing respondents randomly who happen to be met, strong reasons from the majority of consumers for the product and interviews, namely research that takes samples in a population and uses questionnaires as data collection instruments. Primary data in the form of responses or answers from respondents selected using *Cluster* and *Area Proportional Random Sampling* and *Accidental Sampling techniques.* Researchers distribute questionnaires using *Google from* and using social media. The study will distribute more than the specified number of samples, namely 200 questionnaires. With the help of the SPSS Version 23 analysis tool, the correlation coefficient (r) value of each instrument used in the study is greater than 0.30 (r> 0.30). This shows that the research instrument is valid. Likewise, the Cronbach-Alpha value of each variable shows a number greater than 0.60 so that it can be said that the research instrument is reliable.

3. Result and Discussions
3.1 Results

Hypothesis testing is conducted to answer whether the temporary assumptions that have been made in this study as written in Chapter 1 previously can be proven or not. So with a number of data that have been collected, a statistical test is then carried out with the help of AMOS software version 23. A hypothesis can be stated to have a significant influence if the CR value is above 1.96 or Probability is below 0.5. As for the results of the hypothesis testing in brief , it can be seen in the following table.

Research Hypothesis Test Results

No	Variables	Standardized Path Coefficient	CR (*Critical Ratio*)	*Probability Value*	Information
1	Perceived Value → Purchase Intention	0.221	2,997	0.003	Significant
2	Brand Awareness → Purchase Intention	0.238	2,943	0.003	Significant
3	Health Consciousness → Purchase Intention	0.455	3.264	0.001	Significant
4	Product Variety → Purchase Intention	0.323	4,523	0.000	Significant
5	Perceived Value → Purchase Decision	0.157	2.965	0.003	Significant
6	Brand Awareness → Purchase Decision	-0.036	-0.605	0.545	Not Significant
7	Health Consciousness → Purchase Decision	0.004	0.062	0.951	Not Significant
8	Product Variety → Purchase Decision	0.131	2,379	0.017	Significant
9	Purchase Intention → Purchase Decision	0.852	7.286	0.000	Significant
10	Perceived Value → Repurchase Intention	0.080	6,739	0.000	Significant
11	Brand Awareness → Repurchase Intention	0.061	0.845	0.398	Not Significant
12	Product Variety → Repurchase Intention	0.172	-1.241	0.15	Not Significant
13	Purchase Decision → Repurchase Intention	0.704	6,739	0.000	Significant

Source: Data has been processed by Researchers, 2024.

After the data was analyzed and hypothesis testing was carried out using *the Structural Equation Modeling* (SEM) analysis tool through AMOS software version 23. The table above shows that of the 13 (thirteen) hypotheses drawn previously, there were 9 (nine) accepted hypotheses including *Perceived Value* on Purchase Intention, *Brand Awareness* on *Purchase Intention* , *Health Consciousness* , *Product Variety* on *Purchase Intention* , *Perceived Value* on Purchase Decision, Product Variety on Purchase Intention, Purchase Intention on Purchase Decision, Purchase Decision on Repurchase Intention, and Product Variety on Repurchase Intention.

Then, the other 4 (four) hypotheses in this study were rejected, including Brand Awareness towards Purchase Decision, Health Consciousness towards Purchase Decision, Perceived Value towards Repurchase Intention, and Brand Awareness towards Repurchase Intention.

4. Discussion

4.1 The Influence of Perceived Value on Purchase Intention

Based on the results of the hypothesis testing that has been discussed, it shows that *Perceived Value* has a significant positive effect (X1) on *Purchase Intention* (Y1) on Ultra Milk consumers in Samarinda City because it has a *Critical Ratio (CR) value* of 2.997 which is greater than the *t-table value* of 1.96, or seen from the *p-value* of 0.003 which is smaller than 0.05, so that hypothesis 1 is accepted. The results of the calculation of the path coefficient between the relationship between *Perceived Value* and *Purchase Intention (X1)* show a significant effect with a positive direction of 0.221 which means the level of closeness or strength of the relationship is 22%.

This study shows that the strongest indicator reflects *the Perceived* Value variable has a dominant *indicator is Worth* (X1.2), this is indicated by a *loading factor value* of 0.860. While for *the Purchase Intention variable* has a dominant *indicator is Would Certainly Purchase this Brand* (Y1.4) because it has *a loading factor* of 0.810. It can be concluded that the more consumers are aware of the perceived value related to Ultra Milk, the more consumers will intend to buy the Ultra Milk product.

4.2 The Influence *of Brand Awareness* on *Purchase Intention*

Based on the results of the hypothesis testing that has been discussed, it shows that *Brand Awareness* has a significant positive effect (X2) on *Purchase Intention* (Y1) on Ultra Milk consumers in Samarinda City because it has a *Critical Ratio (CR) value* of 2.943 which is greater than the *t-table value* of 1.96, or seen from the *p-value* of 0.003 which is smaller than 0.05, so hypothesis 2 is accepted. The results of the calculation of the path coefficient between the relationship between *Brand Awareness* and *Purchase Intention* show a significant effect with a positive direction of 0.238 which means the level of closeness or strength of the relationship is 23%.

This study shows that the strongest indicator reflecting *the Brand Awareness variable* is *Quickly Recognize* (X2.1), this is indicated by a *loading factor value* of 0.797. While for the Purchase Intention variable, the dominant *indicator is Would Certainly Purchase this Brand* (Y1.4) because it has *a loading factor* of 0.810. It can be concluded that consumers who are aware of the brand related to Ultra Milk can increase consumer intention to buy Ultra Milk.

4.3 The Influence of *Health Consciousness* on *Purchase Intention*

Based on the results of the hypothesis testing that has been discussed, it shows that *Health Consciousness* has a significant positive effect on *Purchase Intention* in consumers of UHT Ultra Milk products in Samarinda City because it has a *Critical Ratio (CR) value* of 3.264 which is greater than the *t-table value* of 1.96, or seen from the *p-value* of 0.001 which is smaller than 0.05 so that hypothesis 3 is accepted. The results of the calculation of the path coefficient between the relationship between *Health Consciousness* and *Purchase Intention* show a significant effect with a positive direction of 0.455 which means the level of closeness or strength of the relationship is 45%.

This study shows that the strongest indicator reflecting *the Health Consciousness variable* is *Products are Heathier* (X3.2), this is indicated by a *loading factor value* of 0.887. While for the *Health Consciousness variable* , the dominant *indicator is Would Certainly Purchase this Brand* (Y1.4) because it has *a loading factor* of 0.810. It can be concluded that consumers who are aware of the health contained in Ultra Milk can increase consumer intentions to consume Ultra Milk in everyday life because Ultra Milk has benefits.

4.4 The Influence of *Product Variety* on *Purchase Intention*

Based on the results of the hypothesis testing that has been discussed, it shows that *Product Variety* (X4) has a significant positive effect on *Purchase Intention* (Y1) on consumers of Ultra Milk products in Samarinda City because it has a *Critical Ratio (CR)* value of 4.523 which is greater than the *t-table value* of 1.96, or seen from *the p-value* of 0.000 which is smaller than 0.05, so hypothesis 4 is accepted. The results of the calculation of the path coefficient between the relationship between *Product Variety* and *Purchase Intention* show a significant effect with a direction of 0.323 which means the level of closeness or strength of the relationship is 32%.

This study shows that the strongest indicator reflecting the *Product Variety variable* has a dominant

indicator is *Size* (X4.1), this is indicated by a *loading factor value* of 0.860. While for *the Purchase Intention* variable has a dominant *indicator is Would Certainly Purchase this Brand* (Y1.4) because it has *a loading factor* of 0.810. It can be concluded that Ultra Milk has product variations such as different flavors and sizes so that it can increase consumer intentions to make purchases of Ultra Milk.

4.5 The Influence of *Perceived Value* on *Purchase Decision*

Based on the results of the hypothesis testing that has been discussed, it shows that *Perceived Value* (X2) has a significant positive effect on *Purchase Decision* (Y2) on consumers of Ultra Milk products in Samarinda City because it has a *Critical Ratio (CR) value* of 2.965 which is greater than the *t-table value* of 1.96, or seen from the *p-value* of 0.003 which is smaller than 0.05, so that hypothesis 5 is accepted. The results of the calculation of the path coefficient between the relationship between *Perceived Value* and *Purchase Decision* show a significant effect with a positive direction of 0.157 which means the level of closeness or strength of the relationship is 15%.

This study shows that the strongest *indicator reflecting the Perceived Value variable* is *Worth* (X1.2), this is indicated by this *loading factor* of 0.860. While for *the Purchase Decision variable* , the dominant indicator is *Overall Satisfied* (Y2.5) because it has *a loading factor* of 0.854. It can be concluded that the value that can be felt by consumers related to Ultra Milk can make consumers make purchasing decisions because consumers feel the benefits of Ultra Milk, so that consumers are satisfied.

4.6 The Influence of *Brand Awareness* on *Purchase Decisions*

Based on the results of the hypothesis testing that has been discussed, it shows that *Brand Awareness* (X2) has no significant effect on *Purchase Decision* (Y2) on consumers of Ultra Milk products in Samarinda City because it has a *Critical Ratio* (CR) value of -0.605 which is smaller than the *t-table value* of 1.96, or seen from the *p-value* of 0.545 which is greater than 0.05, so hypothesis 6 is not accepted. The results of the calculation of the path coefficient between the relationship between *Brand Awareness* and *Purchase Decision* show an insignificant effect with a direction of -0.036 which means the level of closeness or strength of the relationship is -0.36%.

This study shows that the strongest indicator reflecting the *Brand Awareness variable* is *Quickly Recognize* (X2.1), this is indicated by a *loading factor value* of 0.797. While for *the Purchase Decision variable* , the dominant indicator is *Overall Satisfied* (Y2.5) because it has *a loading factor* of 0.854. It can be concluded that consumers who have brand awareness related to Ultra Milk products cannot allow consumers to make purchasing decisions for Ultra Milk products.

4.7 The Influence of *Health Consciousness* on *Purchase Decisions*

Based on the results of hypothesis testing 7 that have been discussed, it shows that *Health Consciousness* (X3) has no significant effect on *Purchase Decision* (Y2) on consumers of Ultra Milk products in Samarinda City because it has a *Critical Ratio* (CR) value of 0.062 which is smaller than the value of *the t-table* 1.96, or seen from *the p-value* of 0.951 which is greater than 0.05, so hypothesis 7 is not accepted. The results of the calculation of the path coefficient between the relationship between *Health Consciousness* (X3) and *Purchase Decision* (Y2) show an insignificant effect with a direction of 0.004 which means the level of closeness or strength of the relationship is 0.04%.

This study shows that the strongest indicator reflecting the *Health Consciousness variable* is *Products are Heathier* (X3.2), this is indicated by a *loading factor value* of 0.887. While for *the Purchase Decision variable* , the dominant indicator is *Overall Satisfied* (Y2.5) because it has *a loading factor* of 0.854. It is concluded that there is an insignificant influence between *the Health Consciousness* and *Purchase Decision variables* so that it can be interpreted that consumers who are aware of Health have not been able to make consumers make purchasing decisions for Ultra Milk.

4.8 The Influence of *Product Variety* on *Purchase Decisions*

Based on the results of the hypothesis testing that has been discussed, it shows that the results of *Product Variety* (X4) have a significant positive effect on *Purchase Decision* (Y2) on consumers of Ultra

Milk products in Samarinda City because it has a *Critical Ratio* (CR) value of 2.379 which is greater than the *t-table value* of 1.96, or seen from the *p-value* of 0.017 which is smaller than 0.05, so that hypothesis 8 is accepted. The results of the calculation of the path coefficient between the relationship between *Product Variety* and *Purchase Decision* show a significant effect with a positive direction of 0.004 which means the level of closeness or strength of the relationship is 0.04%.

This study shows that the strongest indicator reflecting the *Product Variety variable* is Size (X4.1), this is indicated by a *loading factor value* of 0.860. While for *the Purchase Decision variable* , the dominant *indicator is Ovaerall Satisfied* (Y.5) because it has *a loading factor* of 0.854. It can be concluded that the diversity of variations and sizes in Ultra Milk products can increase consumer decisions to purchase the product because they can choose according to their taste.

4.9 The Influence *of Purchase Intention* on *Purchase Decision*

Based on the test results that have been discussed, it shows that *Purchase Intention* (Y1) has a significant positive effect on *Purchase Decision* (Y2) on consumers of Ultra Milk products in Samarinda City with a *Critical Ratio* (CR) value of 7.286 which is greater than the *t-table value* of 1.96, or seen from *the p-value* of 0.000 which is smaller than 0.05, so that hypothesis 9 is accepted. The results of the calculation of the path coefficient between the relationship between *Purchase Intention* (Y1) and *Purchase Decision* (Y2) show a significant effect with a positive direction of 0.852 which means the level of closeness or strength of the relationship is 85%.

This study shows that the strongest *indicator reflecting the Purchase Intention variable* is *Would Certainly Purchase this Brand* (Y1.4), this is indicated by a *loading factor value* of 0.810. While for the *Overall Satisfied variable* (Y2.5) because it has *a loading factor* of 0.854. These results can be concluded that there is a significant influence between *the Purchase Intention* and *Purchase Decision variables* so that it can be interpreted that consumers who have the intention to buy Ultra Milk can increase consumer decisions to buy Ultra Milk because there is satisfaction.

4.10 The Influence *of Purchase Decision* on *Repurchase Intention*

Based on the results of hypothesis testing 10 which shows that *Purchase Decision* (Y2) has a significant effect on *Repurchase Intention* (Y3) on consumers of Ultra Milk products in Samarinda City because it has a *Critical Ration (CR) value* of 6.739 which is greater than the *t-table value* of 1.96, or seen from the *p-value* of 0.000 which is smaller than 0.05, so hypothesis 10 is accepted. The results of the calculation of the path coefficient between the relationship between *Purchase Decision* (Y2) and *Repurchase Intention* (Y3) show a significant effect with a positive direction of 0.704 which means the level of closeness or strength of the relationship is 70%.

This study shows that the strongest indicator reflecting the *Purchase Decision variable* is *Overall Satisfied* (Y2.5), this is indicated by a loading factor value of 0.854. While for the *Repurchase Intention variable* , the dominant *indicator is Desire to Make Repeat Purchase* (Y3.3) because it has *a loading factor* of 0.877. It can be concluded that consumers who have made previous purchases of Ultra Milk can increase consumer intentions to make repeat purchases because consumers feel satisfied when consuming Ultra Milk.

4.11 The Influence of *Perceived Value* on *Repurchase Intention*

Based on the results of the hypothesis testing that has been discussed, it shows that *Perceived Value* (X1) or Perceived Value has no significant effect on *Repurchase Intention* or Repurchase Intention (Y3) on Ultra Milk consumers in Samarinda City because it has a *Critically Ratio (CR) value* of -1.241 which is smaller than the *t-table value* of 1.96, or seen from *the p-value* of 2.015 which is greater than 0.05, so hypothesis 11 is not accepted. The results of the calculation of the path coefficient between the relationship between *Perceived Value* and *Repurchase Intention* show no effect with a direction of -0.080 which means the level of closeness or strength of the relationship is 0.80%.

This study shows that the strongest indicator reflecting the *Perceived Value variable* is *Worth* (X1.2), this is indicated by a *loading factor value* of 0.860. While for the *Repurchase Intention variable* , the dominant *indicator is Desire to Make Repeat Purchase* (Y3.3) because it has *a loading factor* of 0.877. It can be concluded that there is an insignificant influence between *the Perceived Value* and *Repurchase Intention*

variables so that it can be interpreted that the value that consumers have felt regarding Ultra Milk has not been able to influence consumers to make repeat purchases of Ultra Milk.

4.12 The Influence of *Brand Awareness* on *Repurchase Intention*

Based on the results of hypothesis testing 12 that have been discussed, it shows that *Brand Awareness* (X2) has no significant effect on *Repurchase Intention* (Y3) on consumers of Ultra Milk products in Samarinda City because it has a *Critical Ration (CR)* value of 0.845 which is smaller than the *t-table value* of 1.96, or seen from the *p-value* of 0.398 which is greater than 0.05, so hypothesis 12 is not accepted. The results of the calculation of the path coefficient between the relationship between *Brand Awareness* (X2) and *Repurchase Intention* (Y3) show a non-significant effect with a direction of 0.061 which means the level of closeness or strength of the relationship is 61%.

This study shows that the strongest indicator reflecting the *Brand Awareness variable* is *Quickly Recognize* (X2.1), this is indicated by a *loading factor value* of 0.797. While for the *Repurchase Intention variable* , the dominant *indicator is Desire to Make Repeat Purchase* (Y3.3) because it has *a loading factor* of 0.877. It can be concluded that there is an insignificant influence between *the Brand Awareness* and *Repurchase Intention variables* so that it can be interpreted that consumer awareness of the Ultra Milk brand has not been able to make consumers make repeat purchase intentions on Ultra Milk.

4.13 The Influence of *Product Variety* on *Repurchase Intention*

Based on the results of the hypothesis testing that has been discussed, it shows that *Product Variety* (X4) has a significant effect on *Repurchase Intention* (Y3) on consumers of Ultra Milk products in Samarinda City because it has a *Critical Ration (CR) value* of 2.651 which is greater than the *t-table value* of 1.96, or seen from the *p-value* of 0.008 which is smaller than 0.05, so hypothesis 13 is accepted. The results of the calculation of the path coefficient between the relationship between *Product Variety* (X4) and *Repurchase Intention* (Y3) show a significant effect with a direction of 0.172 which means the level of closeness or strength of the relationship is 17%.

This study shows that the strongest indicator reflecting the *Product Variety variable* is *Size* (X4.1), this is indicated by a *loading factor value* of 0.860. While for the *Repurchase Intention variable* , the dominant *indicator is Desire to Make Repeat Purchase* (Y3.3) because it has *a loading factor* of 0.877. It can be concluded that there is a significant influence between *the Product Variety variable* and *Repurchase Intention* so that it can be interpreted that product diversity in Ultra Milk can increase consumer repurchase intentions due to the many variations and sizes of Ultra Milk so that consumers feel satisfied.

5. Conclusion

Based on the results of research that has been conducted on consumers of Ultra Milk products in Samarinda. Based on the data analysis conducted in chapter V and the discussion conducted in chapter IV, it can be concluded that:

1. *Perceived Value* has a significant positive effect on *Purchase Intention* of ultra milk consumers in Samarinda City. This means that the level of consumer purchase intention of ultra milk is influenced by the level of perceived value competition between ultra milk and similar milk products. So the more the perceived value of ultra milk is far different from its competitors' products, the greater the consumer's purchase intention for ultra milk in Samarinda City. *Perceived Value* is reflected in the *Worth indicator* with a value of 0.860 which has a significant effect on *Purchase Intention* which is reflected in the *Would Certainly indicator* with a value of 0.810. These results confirm the results of research conducted by [6]

2. *Brand Awareness* has a significant effect on *Purchase Intention* of ultra milk consumers in Samarinda City. This defines that consumer purchase intention is influenced by the level of brand awareness of ultra milk. So the better the quality of ultra milk, the higher the purchase intention of ultra milk consumers in Samarinda City . *Brand Awareness* is reflected in the *Quickly Recognize indicator* with a value of 0.797 which has a significant effect on *Purchase Intention* which is

reflected in *Would Certainly* with a value of 0.810. These results confirm the results of research conducted by [7]

3. *Health consciousness* has a significant effect on *Purchase Intention* of ultra milk consumers in Samarinda city. This means that consumer purchase intention is influenced by the level of health awareness that those who want to be successful in today's market need to understand this trend and develop the right strategy to reach health-conscious consumers. So the more trustworthy ultra milk is, the higher the purchase intention of ultra milk consumers in Samarinda city. *Health Consciousness* is reflected in *the Products are Healthier indicator* with a value of 0.887 which has a significant effect on *Purchase Intention* which is reflected in *Would Certainly* with a value of 0.810. These results confirm the results of research conducted by[8]

4. *Product Variety* has a significant effect on *Purchase Intention* of ultra milk consumers in Samarinda City. This defines that consumer purchase intention is influenced by the level of product variation towards increasing product variation can help ultra milk differentiate itself from its competitors in the already very crowded milk industry and attract customers who are looking for unique and interesting products. So the more consumers like ultra milk, the more it will soar in ultra milk consumers in Samarinda City. *Product Variety* is reflected in the *Size indicator* with a value of 0.860 which has a significant effect on *Purchase Intention* which is reflected in the Would Certainly Purchase thi Brand indicator with a value of 0.810. These results confirm the results of research conducted by [9]

5. *Perceived Value* has a significant effect on *Purchase Decision* on ultra milk consumers in Samarinda City. This means that perceived value can influence consumer purchasing decisions. So the value perceived by consumers buying ultra milk products is not only because of the quality and superiority of the product, but also because of the value that other people believe in ultra milk products in Samarinda City. *Perceived Value* is reflected in the *Worth indicator* with a value of 0.860 which has a significant effect on *Purchase Decision* which is reflected in the *Overall Satisfied indicator* with a value of 0.854. These results confirm the results of research conducted by [10]

6. *Brand Awareness* has no significant effect on *Purchase Decision* for ultra milk consumers in Samarinda City. This defines that brand awareness of ultra milk products does not have a major influence on purchasing decisions. So the brand awareness provided by ultra milk is not a strong reason for consumers to buy ultra milk products in Samarinda City. *Brand Awareness* is reflected in the *Quickly Recognize indicator* with a value of 0.797 which has a significant effect on *Purchase Decision* which is reflected in the *Overall Satisfied indicator* with a value of 0.854. These results confirm the results of research conducted by [11]

7. *Health Consciousness* has no significant effect on *Purchase Decision* on ultra milk consumers in Samarinda city. This means that health awareness on ultra milk products cannot influence purchasing decisions. So consumers who are health conscious on ultra milk do not necessarily have a purchasing decision to buy ultra milk products in Samarinda city . *Health Consciousness* is reflected in *the Products are Healthier indicator* with a value of 0.887 which has a significant effect on *Purchase Decision* which is reflected in the *Overall Satisfied indicator* with a value of 0.854. These results confirm the results of research conducted by [12]

8. *Product Variety* has a significant effect on *Purchase Decision* of ultra milk consumers in Samarinda City. This defines that product variety influences purchasing decisions of ultra milk consumers in Samarinda City. So the more diverse products or more product variations allow ultra milk to reach a larger market and attract more consumers thanks to its wider range of products to buy ultra milk products in Samarinda City. *Product Variety is reflected in the Size* indicator with a value of 0.860 which has a significant effect on *Purchase Decision* which is reflected in the *Overall Satisfied indicator* with a value of 0.854. These results confirm the results of research conducted by[13]

9. *Purchase Intetion* has a significant effect on *Purchase* Decision on ultra milk consumers in Samarinda City. This means that purchase intention influences purchase decisions on ultra milk consumers in Samarinda City. So the more the results of the assessment process that takes into account a number of variables, including purchase intention is what drives consumer purchasing decisions. Consumers who have a strong purchase intention are more likely to complete the

assessment process and buy any ultra milk products in Samarinda City. *Purchase Intention* is reflected in the *Would Certainly Purchase this Brand indicator* with a value of 0.810. which has a significant effect on *Purchase Decision* which is reflected in the *Overall Satisfied indicator* with a value of 0.854. These results confirm the results of research conducted by [14]

10. *Purchase Decision* has a significant effect on *Repurchase Intention* on ultra milk consumers in Samarinda City. This defines that the purchase decision has a very large influence on the intention to repurchase. So when consumers buy ultra milk, the purchase decision will greatly influence consumers to make an intention to repurchase ultra milk consumers in Samarinda City. *Purchase Decision is reflected* in the *Overall Satisfied indicator* with a value of 0.854 which has a significant effect on *Repurchase Intention* which is reflected in *the Desire of to Make Repeat Purchases indicator* with a value of 0.877. These results confirm the results of research conducted by [15]

11. *Perceived value* does not have a significant effect on *Repurchase Intention* on ultra milk consumers in Samarinda city. This means that perceived value does not have a strong influence on repurchase intention. So even though its influence may not always be strong and may vary depending on several factors, perceived value does not affect consumer intention to repurchase. It is important to understand these factors to develop an effective marketing strategy that focuses on delivering the perceived value of the product to consumers and fostering loyalty among ultra milk consumers in Samarinda city. *Perceived Value is reflected* in the *Worth indicator* with a value of 0.860 which has a significant effect on *the Repurchase Decision* which is reflected in *the Desire of to make Repeat Purchases indicator* with a value of 0.877. These results confirm the results of research conducted by [11]

12. *Brand awareness* does not have a significant effect on *Repurchase Intention* in ultra milk consumers in Samarinda city. This means that brand awareness does not affect consumers to repurchase ultra milk. So health awareness in ultra milk does not affect consumers to repurchase intentions in ultra milk consumers in Samarinda city. *Brand Awareness* is reflected in the *Quickly Recognize indicator* with a value of 0.797 which has a significant effect on *Repurchase Decision* which is reflected in *the Desire of to Make Repeat Purchases indicator* with a value of 0.877. These results confirm the results of research conducted by [16]

13. *Product variety* has a significant effect on *Repurchase Intention* on ultra milk consumers in Samarinda city. This defines that product variation greatly influences consumer repurchase intentions. So the more consumers can get a variety of products or variations of ultra milk products, the higher the level of consumer desire to make a repurchase intention on ultra milk consumers in Samarinda city . *Product Variety* is reflected in the *Size indicator* with a value of 0.860 which has a significant effect on *Repurchase Intention* which is reflected in *the Desire of to Make Repeat Purchases indicator* with a value of 0.877. These results confirm the results of research conducted by [17]

6. Suggestion
6.1 This Researcher's Suggestion Is Specifically Aimed At Ultra Milk

1. Brand awareness means promoting relevant events, designing attractive packaging, working with influencers to produce innovative advertising campaigns, and leveraging media. Health awareness, namely assisting with community health initiatives, collaborating with health groups, disseminating information about the health benefits of Ultra Milk, and organizing seminars and workshops.

2. Product Variations: Develop new flavors and product variants, offer seasonal products, collaborate with other companies for new products.

3. Purchase intention is to make the purchasing process easier, offer discounts and promotions, provide loyalty programs, create informative websites and applications, and create interesting social media content.

4. Purchasing decisions include ensuring product availability at various outlets, working with food delivery services, distributors, and retailers, and providing friendly customer support.

5. Repurchase intention means that consumers intend to repurchase Ultra Milk products several times because they are satisfied.

6.2 Suggestions for Companies

The research provides suggestions to the management of PT Ultrajaya Milk Industry and Trading Company, Tbk to pay attention to what has been explained previously:

1. Based on the results of statistical tests, it was found that *Perceived Value* has a significant effect on *Purchase Intention.* This means that Ultra Milk must continue to improve and maintain the indicator that has the strongest *loading factor value*, namely *Worth,* by providing trust in expanding product distribution, keeping prices competitive, conducting efficient promotions, and improving product quality is the best way to increase the value of Ultra Milk and motivate customers to make more purchases, and conducting research in a wider area with more diverse samples to obtain more generalizable results. Involve consumers of various ages, backgrounds, and income levels to understand the differences in Ultra Milk's value perceptions

2. Based on the results of statistical tests, it was found that *Brand Awareness* has a significant effect on *Purchase Intention*. This means that Ultra Milk must continue to improve and maintain the indicators that can be seen from the strongest *loading factor value*, namely *Quickly Recognize Brand* by urging Ultra Milk to make regular investments in market research so that it can track the level of brand awareness and evaluate the success of its marketing plan. Encourage Ultra Milk to concentrate on creating a strong and consistent recognizable brand across all marketing channels and platforms. Encourage Ultra Milk to provide a satisfying and noteworthy consumer experience to increase brand advocacy and loyalty.

3. Based on the results of statistical tests, it was found that *Health Consciousness* has a significant effect on Purchase Intention. This means that Ultra Milk must continue to improve and maintain the indicators that can be seen from the strongest loading factor value, namely *Products are Healthier* by encouraging Ultra Milk to conduct continuous market research to understand consumer needs and preferences for healthier products. factors such as nutritional content, rich in protein, calcium, vitamins, and minerals, and have a delicious taste. Ultra Milk is useful for maintaining healthy bones and teeth, supporting muscle growth and development, improving the immune system, maintaining digestive health, and as a source of energy. Ultra Milk is available in various flavors and is easy to find at an affordable price. And consider the influence of healthy lifestyle trends, government regulations, and competitors' marketing strategies on the intention to repurchase healthier Ultra Milk products.

4. Based on the results of statistical tests, it was found that *Product Variety* has a significant effect on Purchase Intention. This means that Ultra Milk must continue to improve and maintain the strongest indicators. can be seen from the strongest loading factor value, namely *Size* , where there are three sizes, namely 125 ml, 200 ml and 25 ml which have many flavor variants so that consumers intend to buy Ultra Milk again.

5. Based on the results of statistical tests, it was found that *Perceived Value* has a significant effect on *Purchase Decision.* This means that Ultra Milk must continue to improve and maintain the strongest indicators. can be seen from the strongest loading factor value, namely *Worth* by interviewing consumers in depth to learn more about the quality that consumers are looking for in UHT ultra milk products and how that quality affects consumer decisions to buy. and consumers interact with Ultra Milk and other UHT milk products, conduct ethnographic observations in supermarkets or grocery stores.

6. Based on the results of statistical tests, it was found that *Brand Awareness* had no significant effect on *Purchase Decision.* It can be interpreted that brand awareness does not have much effect on the purchase decision of Ultra Milk,   therefore it is recommended for Ultra Milk to pay attention to *Quickly Recognize Brand.* Especially on *the loading factor* continues to be increased, then one day *the Brand Awareness variable* will have a significant effect on the consumer purchasing decision of Ultra Milk, therefore the Ultrajaya company recognizes the brand quickly by helping consumers recognize the brand better and by increasing the appeal of Ultra Milk products to consumers. This

can be achieved by developing offline or online marketing that emphasizes product quality, especially how the product is packaged for customers. In order for consumers to feel more comfortable and not worry about non-sterile packaging products for consumption, it is necessary for consumers to be able to evaluate the special features of the Ultra Milk brand more effectively.

7. Based on the results of statistical tests, it was found that *Health Consciousness* has no significant effect on Purchase Decision. It can be interpreted that brand awareness does not have much effect on the purchase decision of Ultra Milk, therefore it is recommended for Ultra Milk to pay attention to *Products are Healthier* . Especially on the loading factor continues to be improved then one day brand awareness will have a significant effect on the consumer's purchase decision of Ultra Milk, therefore 20% whey protein to help faster muscle growth and repair; vitamin K2 to support strong bones and teeth; and DHA and ARA to help cognitive function and brain development. Ultra Milk regulates blood sugar levels and is low in sugar and lactose, so it can be accepted by people who are lactose intolerant. Available in child-friendly flavors including chocolate, vanilla, and strawberry. Ultra Milk is UHT milk that is specifically made to meet the nutritional needs of the whole family, including children and adults. This milk has twice the whey protein content compared to other UHT milk brands on the market. The only UHT milk with added vitamin K2 for healthy teeth and bones. Specially designed with higher DHA and ARA content for children.

8. Based on the results of statistical tests, it was found that *Product Variety* has a significant effect on *Purchase Decision* . This means that Ultra Milk must continue to improve and maintain the strongest indicators. can be seen from the strongest loading factor value, namely Size, by knowing that UHT packaged liquid milk marketers implement strategies based on consumer preferences. Thus, there will be a greater opportunity for consumers to choose to buy the product. Very inventive in coming up with new ideas, especially in terms of flavor variations, because Ultra Milk customers prioritize this quality above all else, especially in the contemporary Samarinda City market.

9. Based on the results of statistical tests, it was found that *Purchase Intention* has a significant effect on *Purchase Decision.* This means that Ultra Milk must continue to improve and maintain the strongest indicators. can be seen from the strongest loading factor value, namely *Would Certainly Purchase this Brand* by Promoting Ultra Milk products by collaborating with bloggers and influencers as part of your partnership. Encourage young people to drink milk by working with educational organizations and schools. Collaborate with health groups to provide assistance for public health initiatives. In addition, collaborate with other businesses to develop innovative goods or services that appeal to customers.

10. Based on the results of statistical tests, it was found that *Purchase Decision* has a significant effect on *Repurchase Intention* . This means that Ultra Milk must continue to improve and maintain the strongest indicators. can be seen from the strongest loading factor value, namely *Overall Satisfied* by knowing to gain a deeper understanding of the characteristics, needs, and tendencies of Ultra Milk's target market, conduct market research. To create a more effective plan, conduct research on competitors and the products they sell. and utilize digital technology to increase the effectiveness and efficiency of Ultra Milk's sales and marketing campaigns.

11. Based on the results of statistical tests, it was found that *Perceived Value* has no significant effect on *Repurchase Intention.* It can be interpreted that brand awareness does not have much effect on the repurchase intention of Ultra Milk, therefore it is recommended for Ultra Milk to pay attention *to Worth.* Especially if *the loading factor* continues to be improved, then one day *the Perceived Value variable* will have a significant effect on the repurchase intention of Ultra Milk consumers, therefore the Ultrajaya company makes the purchasing process simpler. Provides customers with a variety of simple and convenient online and offline shopping options. supplies goods and services quickly and reliably. Ensures that Ultra Milk products reach customers without damage. and offers friendly and knowledgeable customer service. Responds to customer questions and complaints about Ultra Milk products.

12. Based on the results of statistical tests, it was found that *Brand Awareness* had no significant effect on *Repurchase Intention* . It can be interpreted that brand awareness does not have much effect on

repurchase intention of Ultra Milk, therefore it is recommended for Ultra Milk to pay attention to Quickly Recognize Brand. Especially if the loading factor continues to be improved, then one day the Brand Awareness variable will have a significant effect on repurchase intention of Ultra Milk consumers, therefore To reach wider consumers, run innovative and attractive advertising campaigns that utilize social media, TV, influencer marketing, and other media. Use a distinctive packaging design, create attractive and memorable packaging, and emphasize the Ultra Milk brand. and support activities and events that are in line with the target market: Increase brand awareness and create profitable relationships in the minds of customers.

13. Based on the results of statistical tests, it was found that *Product Variety* has a significant effect on *Repurchase Intention* . This means that Ultra Milk must continue to improve and maintain the strongest indicators. can be seen from the strongest loading factor value, namely *Size* by knowing the sales of each packaging size regularly. Find out what customers think about Ultra Milk's packaging size by conducting a survey aimed at satisfaction. Analyze how good the marketing tactics are used. And offer packaging sizes that suit the needs and lifestyles of consumers. For example, the 125 ml size is suitable for traveling, while the 250 ml size is more ideal for families.

6.3 Suggestions for further research

This study provides a number of recommendations for further research that will examine the same object or a different object. Because there are a number of things that need to be considered, the researcher provides suggestions for further researchers, namely to find more sample data from the data that will be used in order to have more data reserves, expand the area of research data search, find respondents who have actually consumed ultra milk, find further research references, such as theories, journals, and other scientific publications as references, focus and spend a lot of time doing research.

Acknowledgement

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