

The Influence of Brand Hate and Service Quality on Non-Repurchase Intention (Case Study on XYZ Company)

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The purpose of this research is to examine the relationship between brand hate among consumers and the quality of restaurant service from a negative perspective, focusing on consumer behaviour, namely the purchase decision and the intention not to repurchase. Brand hate arises due to a perceived mismatch in ideologies. Poor service quality leads to customer dissatisfaction as it does not meet expectations. The population used in this study consists of consumers who have purchased food or beverages from XYZ in the provinces of DKI Jakarta and West Java. The sampling technique employed is purposive sampling. Data was collected through a survey on Google Forms and processed using Smart-PLS 3.2.9. The results show that brand Hate has a significant positive impact on non-repurchase intention, mediated by an increase in online complaints and the spread of negative word of mouth. On the other hand, low service quality also indirectly increases non-repurchase intention through the same mediating variables. The findings of this study highlight the importance of managing negative sentiments and improving service quality to maintain customer loyalty and reduce their intention to avoid repurchasing.

Keywords: Brand hate, service quality, online complaining, negative word of mouth, non-repurchase intention.

1. Introduction

Indonesia's vast and competitive market in the food and beverage sector encourages XYZ, a leading brand in the pizzeria category, to stay focused on strategies that have proven effective. XYZ is known for its quality, freshness, innovation, and affordability as well as its fast delivery service. With steady economic growth and an increasing population of 278.8

million by 2023, the F&B industry is experiencing significant growth. The sector's GDP increased from 2.45% in 2021 to 5.33% in 2023 (Q1).

The research also noted consumer complaints reported through XYZ's Instagram, mainly regarding service quality and dissatisfaction with the availability of promo menus. In addition, in 2023, XYZ experienced a boycott related to alleged affiliation with Israel, which resulted in a decrease in sales and a net loss of IDR38.95 billion, an increase of 9.74% compared to the previous year.

Various strategies were implemented to maintain services and digitalization, but the boycott affected the achievement of sales and profitability targets. Sales declined by 2% from 2022 to 2023, leading to store closures, layoffs, and salary cuts. Negative rumours and brand hatred have the potential to damage the image and reduce repurchase intentions.

Brand hate (BH) refers to the extreme negative emotional connection between consumers and brands, involving anger, disappointment, and shame. Curina et al. (2020) identified two components of brand hate: active (anger, contempt) and passive (fear, disappointment). Kucuk (2008) describes the impact of brand hate on consumer perceptions and purchase decisions.

The phenomenon of brand hate is increasingly relevant with increasing consumer engagement on social media. Social media has several categories such as social networking sites, blogs, wikis, microblogging sites, etc. Currently, the social media platforms that are widely used by the general public are Facebook, Twitter, YouTube, and Instagram (Prasetio et al., 2022). Research by Aziz and Rahman (2022) shows brand hate has an impact on NWOM (negative word of mouth), brand avoidance, and intense complaints. Brand hate can affect brand reputation and trigger negative actions. Brand hate can affect brand reputation and trigger negative actions. Word of Mouth traditionally refers to the form of direct communication between individuals about a brand or product without any commercial intent (Indrawati et al., 2023).

Service Quality (SQ) is crucial in determining customer satisfaction and affecting their likelihood of repurchasing. It is evaluated by comparing consumer expectations of the service with their perception of how well the service has been delivered (E. Nugraha et al., 2022; Jongen et al., 2017; Lewis & Booms, 1983). If the company successfully fulfills customer needs and desires through a positive experience, it can foster loyalty (Rachmawati, 2020). However, service problems identified in consumer complaints include uneven service and promo menu availability. Poor service quality can trigger brand hate and increase NWOM.

Non-Repurchase Intention (NRI) is often influenced by negative experiences and brand hate. The experiences of one or more customers with a purchased product, which can be accessed and viewed by many people through the internet or social media, will influence customers who are considering making a purchase (Ariyanti et al., 2023). Consumers who feel betrayed or disappointed tend to spread NWOM and avoid the brand. Research by Curina et al. (2020) shows that brand hate can cause a decrease in repurchase intentions through NWOM and online complaints.

The objectives of this study are as follows; 1) Knowing the respondents' assessment of each
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variable in the study (brand hate, service quality, NWOM, online complaining, and non-repurchase intention). 2) Measuring how much influence Brand Hate has on NWOM. 3) Measuring how much influence Brand Hate has on Online Complaining. 4) Measuring how much influence Brand Hate has on Non-Repurchase Intention. 5) Measuring how much influence Service Quality has on NWOM. 6) Measuring how much influence Service Quality has on Online Complaining. 7) Measuring how much influence Service Quality has on Non-Repurchase Intention. 8) Measuring how much influence NWOM has on Non-Repurchase Intention. 9) Measuring how much influence Online Complaining has on Non-Repurchase Intention. 10) Measuring how much indirect influence between Brand Hate on Non-Repurchase Intention. 11) Measuring how much indirect influence Service Quality has on Non-Repurchase Intention.

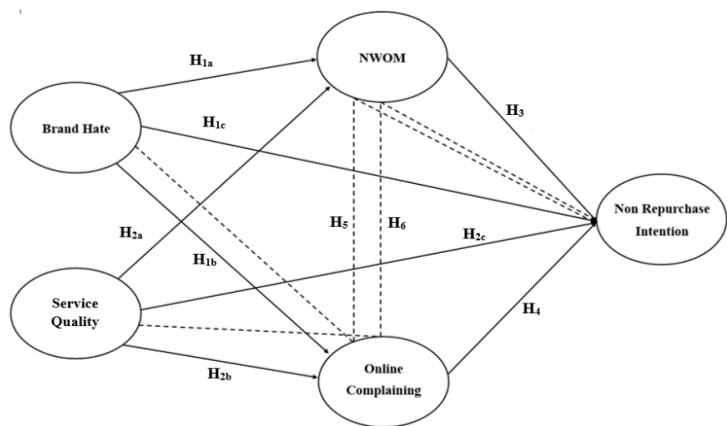


Figure 1 Framework of Thought

Source: processed by the author (2024)

Based on the above explanation, the researcher intends to examine the relationship between brands and service quality and consumers from a negative perspective, especially in the context of consumer behaviour when making purchasing decisions. When a person or company decides to boycott a brand or company, this can lead to changes in consumer consumption behaviour. In addition, the phenomenon of boycotts and high pricing can also trigger broader feelings of disappointment or dissatisfaction with a particular brand, which in turn can encourage consumers not to repurchase. Based on this, the author proposes a thesis entitled "The Effect of Brand Hate and Service Quality on Non-Repurchase Intention (Case Study at XYZ Company)".

2. Research Methods

The research methodology conducted by the author is quantitative research. It explains that quantitative research methods are methods that try to make a measurement on behaviour, knowledge, opinions or attitudes. This research has several characteristics based on various aspects. Based on purpose, this research is descriptive. From the type of investigation, this research is causal. The method used in this research is quantitative method. Based on the

time of implementation, this research uses a cross-sectional design. The research model applied is the Structural Equation Model (SEM). The unit of analysis in this study is the individual. In terms of researcher involvement, this study did not intervene in the data. Finally, the theoretical approach used in this research is a deductive approach.

In this study, the population used by researchers is consumers who have purchased food or beverage products at XYZ in the provinces of DKI Jakarta and West Java. The number of samples used in this study were 400 respondents, so that the sample size based on statistics, and SEM sample size requirements can be met, and to minimize bias in software data processing.

Primary data used in this study uses a questionnaire that will be distributed online via WhatsApp, Telegram, Instagram, and Twitter. Besides online, it will also be distributed offline by visiting XYZ restaurants to approach consumers to fill out questionnaires. Secondary data used in this study from literature studies through journals / scientific publications, previous research, book references, company annual reports, and other relevant papers. Because this research aims to test the model and does not require representation, the sampling technique used is purposive sampling.

3. Results and Discussion

Descriptive Analysis

After collecting data through a questionnaire and then collecting 400 respondents, there are further stages, namely descriptive analysis to find out how far the respondents' assessment of each variable is used so that it is regrouped into certain categories including into good variables or not. The following is an explanation of each variable as follows:

1. Brand Hate

Table 1. Descriptive Analysis of Brand Hate Variables

Brand Hate									
Item	STS	TS	N	S	SS	Total	Total Value	Ideal Value	Category
	1	2	3	4	5				
BH1	17	7	65	198	113	400	1583	2000	Good
	4%	2%	16%	50%	28%	100%	79%	100%	
BH2	18	23	85	147	127	400	1542	2000	Good
	5%	6%	21%	37%	32%	100%	77%	100%	
BH3	14	8	68	188	122	400	1569	2000	Good
	4%	2%	17%	47%	31%	100%	78%	100%	
BH4	19	19	91	165	106	400	1520	2000	Good
	5%	5%	23%	41%	27%	100%	76%	100%	
BH5	14	25	103	163	95	400	1500	2000	Good
	4%	6%	26%	41%	24%	100%	75%	100%	
BH6	16	24	74	158	128	400	1558	2000	Good
	4%	6%	19%	40%	32%	100%	78%	100%	
Total Average Score								1545	Good
Total Average Percentage								77%	
Total x Weight								9.272	

Source: Author's calculation (2024)

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From the results of the data above, the BH1 assessment gets the highest total score, with a total score of 79%. Which means that many respondents feel annoyed with the XYZ brand. This can be seen from the number of agreements on this matter with a total of 113 respondents. For the lowest total value, there is BH5, which means that the assessment related to the XYZ brand is terrible has the lowest value compared to other brand hate items where 103 respondents are hesitant to state that the XYZ brand is terrible. The conclusion of the above data is based on the variable category according to the calculation with the formula:

$$\% \text{ total} = \frac{\text{Total Weight}}{\text{Total nilai idal}} \times 100\% = \text{Total Average Percentage}$$

Thus, the brand hate variable is included in the variable with the Good category with a total average percentage value of 77% based on the continuum line calculation. Thus, it can be concluded that the description of this variable based on the average respondent's answer shows that the hatred for the XYZ brand is classified as good, which means that the average respondent feels hatred for the product.

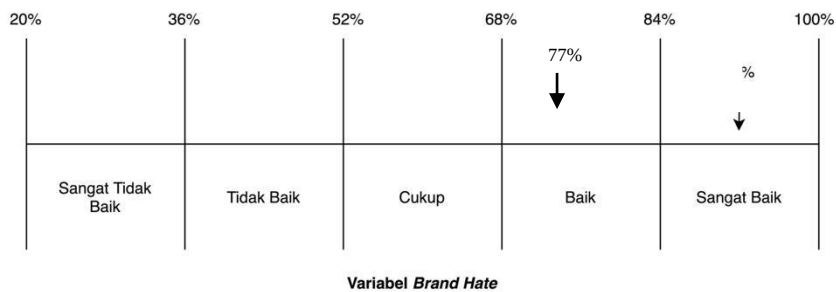


Figure 2. Brand Hate Variable Continuum Line

Source: Author's calculation (2024)

2. Service Quality

Table 2. Descriptive Analysis of Non- Repurchase Intention Variables

Service Quality						
Item	STS	TS	N	S	SS	Total
	1	2	3	4	5	
SQ1	77	140	130	47	6	400
	19%	35%	33%	12%	2%	100%
SQ2	60	164	132	38	6	400
	15%	41%	33%	10%	2%	100%
SQ3	69	152	144	33	2	400
	17%	38%	36%	8%	1%	100%
SQ4	87	154	121	34	4	400
	22%	39%	30%	9%	1%	100%
SQ5	108	152	106	31	3	400
	27%	38%	27%	8%	1%	100%
SQ6	93	201	93	13	0	400
	23%	50%	23%	3%	0%	100%
SQ7*	4	18	80	184	114	400
	1%	5%	20%	46%	29%	100%

SQ8*	0	17	105	194	84	400
	0%	4%	26%	49%	21%	100%
SQ9*	2	7	74	217	100	400
	1%	2%	19%	54%	25%	100%
SQ10	85	202	92	17	4	400
	21%	51%	23%	4%	1%	100%
SQ11	96	183	103	17	1	400
	24%	46%	26%	4%	0%	100%
SQ12	124	175	88	13	0	400
	31%	44%	22%	3%	0%	100%
SQ13	140	164	82	13	1	400
	35%	41%	21%	3%	0%	100%
SQ14*	3	33	124	147	93	400
	1%	8%	31%	37%	23%	100%
SQ15*	21	49	142	144	44	400
	5%	12%	36%	36%	11%	100%
SQ16*	10	32	105	159	94	400
	3%	8%	26%	40%	24%	100%
SQ17*	11	53	123	150	63	400
	3%	13%	31%	38%	16%	100%
SQ18*	6	31	103	156	104	400
	2%	8%	26%	39%	26%	100%

Source: Author's calculation (2024)

The table above is a table of respondents' answers from Service Quality, where respondents' answers regarding items SQ7, SQ8, SQ9, SQ14, SQ15, SQ16, SQ17, and SQ18 will be converted from 1 to 5, then 2 to 4, 3 to 3 and so on. This is because the question is included in the reverse question or reverse question so that the conversion of the value of the respondent's answer needs to be done when calculating through SmartPLs or during descriptive analysis so that the variable is consistent with what the respondent understands.

Table 3. Conversion of Service Quality Variables

Service Quality									
Item	STS	TS	N	S	SS	Total	Total Value	Ideal Value	Category
	1	2	3	4	5				
SQ1	77	140	130	47	6	400	965	2000	Not good
	19%	35%	33%	12%	2%	100%	48%	100%	
SQ2	60	164	132	38	6	400	966	2000	Not good
	15%	41%	33%	10%	2%	100%	48%	100%	
SQ3	69	152	144	33	2	400	947	2000	Not good
	17%	38%	36%	8%	1%	100%	47%	100%	
SQ4	87	154	121	34	4	400	914	2000	Not good
	22%	39%	30%	9%	1%	100%	46%	100%	
SQ5	108	152	106	31	3	400	869	2000	Not good
	27%	38%	27%	8%	1%	100%	43%	100%	
SQ6	93	201	93	13	0	400	826	2000	Not good
	23%	50%	23%	3%	0%	100%	41%	100%	
SQ7	114	184	80	18	4	400	814	2000	Not good
	29%	46%	20%	5%	1%	100%	41%	100%	
SQ8	84	194	105	17	0	400	855	2000	Not good
	21%	49%	26%	4%	0%	100%	43%	100%	
SQ9	100	217	74	7	2	400	794	2000	Not good

	25%	54%	19%	2%	1%	100%	40%	100%	
SQ10	85	202	92	17	4	400	853	2000	Not good
	21%	51%	23%	4%	1%	100%	43%	100%	
SQ11	96	183	103	17	1	400	844	2000	Not good
	24%	46%	26%	4%	0%	100%	42%	100%	
SQ12	124	175	88	13	0	400	790	2000	Not good
	31%	44%	22%	3%	0%	100%	40%	100%	
SQ13	140	164	82	13	1	400	771	2000	Not good
	35%	41%	21%	3%	0%	100%	39%	100%	
SQ14	93	147	124	33	3	400	906	2000	Not good
	23%	37%	31%	8%	1%	100%	45%	100%	
SQ15	44	144	142	49	21	400	1059	2000	Simply
	11%	36%	36%	12%	5%	100%	53%	100%	
SQ16	94	159	105	32	10	400	905	2000	Not good
	24%	40%	26%	8%	3%	100%	45%	100%	
SQ17	63	150	123	53	11	400	999	2000	Not good
	16%	38%	31%	13%	3%	100%	50%	100%	
SQ18	104	156	103	31	6	400	879	2000	Not good
	26%	39%	26%	8%	2%	100%	44%	100%	
Total Average Score								886	Not good
Total Average Percentage								44%	
Total x Weight								15.956	

Source: Author's calculation (2024)

From the results of the data above, the SQ13 assessment gets the lowest total score with a value of 39%. Which means that respondents feel employees do not get adequate support from XYZ to do their jobs well as seen from the number of disagreements with 140 respondents. For the highest total value of the variable is in SQ15, which means that XYZ employees do not know what the needs of a customer are with a value of 53%. The conclusion of the above data is based on the variable category according to the calculation with the formula:

$$\% \text{ total} = \frac{\text{Total Weight}}{\text{Total nilai idal}} \times 100\% = \text{Total Average Percentage}$$

Thus, the service quality variable is included in the variable with the category Not Good with a total average percentage value of 44% based on the calculation of the continuum line. Thus, it can be concluded that the description of these variables based on the average respondent's answer shows that XYZ's service quality is classified as poor or not good.

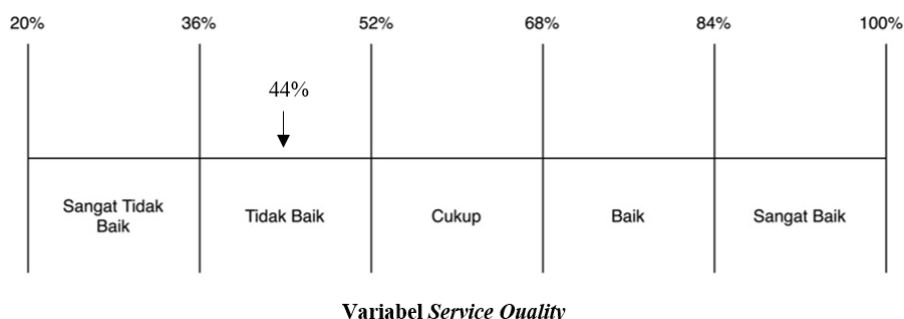


Figure 2. Service Quality Variable Continuum Line

Source: Author's calculation (2024)

3. NWOM

Table 4. Descriptive Analysis of NWOM Variables

Negative Word Of Mouth									
Item	STS	TS	N	S	SS	Total	Total Value	Ideal Value	Category
	1	2	3	4	5				
NWOM1	21	43	138	150	48	400	1361	2000	Simply
	5%	11%	35%	38%	12%	100%	68%	100%	
NWOM2	10	23	95	177	95	400	1524	2000	Good
	3%	6%	24%	44%	24%	100%	76%	100%	
NWOM3	10	42	111	170	67	400	1442	2000	Good
	3%	11%	28%	43%	17%	100%	72%	100%	
NWOM4	3	25	100	175	97	400	1538	2000	Good
	1%	6%	25%	44%	24%	100%	77%	100%	
Total Average Score								1466	Good
Total Average Percentage								73%	
Total x Weight								5.865	

Source: Author's calculation (2024)

From the results of the data above, the NWOM4 assessment gets the highest total score, with a total score of 77%. Which means that many respondents try to influence many people not to buy the XYZ brand. This can be seen from the number of agreements on this matter with 97 respondents. For the lowest total value, there is NWOM1 with a percentage of 68%, which means that respondents spread negative news about the XYZ brand to their friends. respondents have the lowest value compared to other items. This can be seen that there are still 43 respondents who disagree with doing this and 138 respondents who doubt doing this. The conclusion from the data above is based on the variable category according to the calculation with the formula:

$$\% \text{ total} = \frac{\text{Total Weight}}{\text{Total nilai idal}} \times 100\% = \text{Total Average Percentage}$$

Then the NWOM variable is included in the variable with the Good category with a total average percentage value of 73% based on the continuum line calculation. Thus, it can be concluded that the description of this variable based on the average respondent's answer shows that NWOM for brand XYZ is classified as good, which means that the average

respondent feels involved in NWOM for this product.

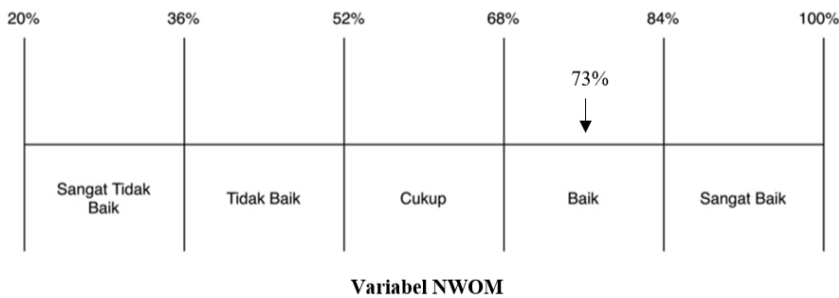


Figure 3. NWOM Variable Continuum Line

Source: Author's calculation (2024)

4. Online Complaining

Table 5. Descriptive Analysis of Online Complaining Variables

Online Complaining									
Item	STS	TS	N	S	SS	Total	Total Value	Ideal Value	Category
	1	2	3	4	5				
OC1	10	36	88	159	107	400	1517	2000	Good
	3%	9%	22%	40%	27%	100%	75,9%	100%	
OC2	12	36	98	136	118	400	1512	2000	Good
	3%	9%	25%	34%	30%	100%	75,6%	100%	
OC3	10	51	118	116	105	400	1455	2000	Good
	3%	13%	30%	29%	26%	100%	73%	100%	
Total Average Score								1495	Good
Total Average Percentage								75%	
Total x Weight								4.484	

Source: Author's calculation (2024)

From the results of the data above, the OC1 assessment gets the highest total score, with a total score of 75.9%. Which means that many respondents do online complaining to spread their complaints online about the behaviour of the XYZ brand. This can be seen from the number of agreements on this matter with a total of 159 respondents. For the lowest total value, there is OC3 with a percentage of 73%, which means that respondents do online complaining to spread information about the respondent's bad adventure with the XYZ brand has the lowest value compared to other items. This can be seen that there are still 61 people who disagree and 118 people who are still hesitant to do online complaining about the XYZ brand. The conclusion of the above data is based on the variable category according to the calculation with the formula:

$$\% \text{ total} = \frac{\text{Total Weight}}{\text{Total nilai idal}} \times 100\% = \text{Total Average Percentage}$$

Thus, the online complaining variable is included in the variable with the Good category with a total average percentage value of 75% based on the continuum line calculation. Thus, it can be concluded that the description of these variables based on the average respondent's answer shows that online complaints against the XYZ brand are classified as good, which

means that the average respondent feels that they are making complaints about the product.

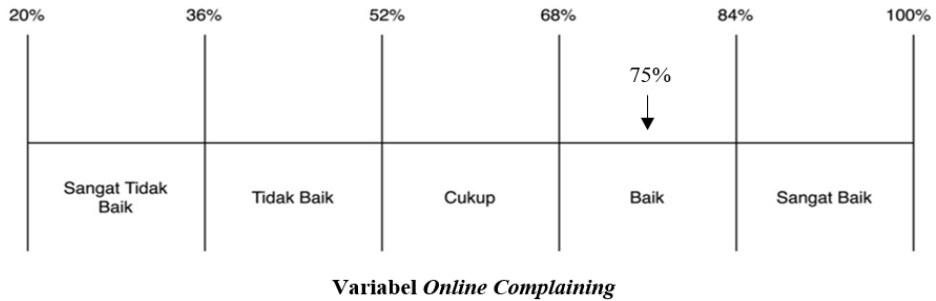


Figure 4. Continuum Line of Online Complaining Variable

Source: Author's calculation (2024)

5. Non-Repurchase Intention

Table 6. Descriptive Analysis of Non- Repurchase Intention Variables

Non-Repurchase Intention						
Item	STS	TS	N	S	SS	Total
	1	2	3	4	5	
NRI1	2	13	70	189	126	400
	1%	3%	18%	47%	32%	100%
NRI2*	135	186	68	10	1	400
	34%	47%	17%	3%	0%	100%
NRI3*	111	187	89	13	0	400
	28%	47%	22%	3%	0%	100%

Source: Author's calculation (2024)

The table above is a table of respondents' answers from Non-Repurchase Intention, where respondents' answers regarding items NRI2 and NRI3 will be converted from 1 to 5, then 2 to 4, 3 to 3 and so on. This is because the question is included in the reverse question or reverse question so that the conversion of the value of the respondent's answer needs to be done when calculating through SmartPLs or during descriptive analysis so that the variable is consistent with what is understood by the respondent.

Table 7. Conversion of Non-Repurchase Intention Variable

Non-Repurchase Intention									
Item	STS	TS	N	S	SS	Total	Total Value	Ideal Value	Category
	1	2	3	4	5				
NRI1	2	13	70	189	126	400	1624	2000	Good
	1%	3%	18%	47%	32%	100%	81%	100%	
NRI2*	1	10	68	186	135	400	1644	2000	Good
	0%	3%	17%	47%	34%	100%	82%	100%	
NRI3*	0	13	89	187	111	400	1596	2000	Good
	0%	3%	22%	47%	28%	100%	80%	100%	
Total Average Score								1621	Good
Total Average Percentage								81%	
Total x Weight								4.864	

Source: Author's Process (2024)

From the results of the data above, the NR2 assessment gets the highest total value, with a total value of 82%. Which means that many respondents no longer want to buy XYZ products in the future. This can be seen from the number of agreements on this matter with a total of 321 respondents. For the lowest total value, there is NRI3 with a percentage of 80%, which means that respondents will buy this brand when they need XYZ products again. This can be seen that there are still 89 respondents who doubt and 187 respondents who only agree with this. The conclusion of the above data is based on the variable category according to the calculation with the formula:

$$\% \text{ total} = \frac{\text{Total Weight}}{\text{Total nilai idal}} \times 100\% = \text{Total Average Percentage}$$

Then the non-repurchase intention variable is included in the variable with the Good category with a total average percentage value of 81% based on the continuum line calculation. So it can be concluded that the description of these variables based on the average respondent's answer shows that the intention not to buy XYZ products is classified as very good, which means that the average respondent feels that he has the intention not to buy XYZ products.

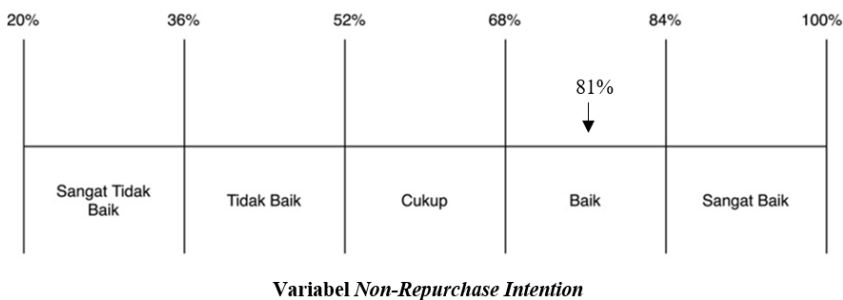


Figure 5. Continuum Line of Non- Repurchase Intention Variable

Source: Author's calculation (2024)

4. Research Results

There are several analyses to test the hypotheses compiled in this study which consist of:

Measurement Model/Outer Model

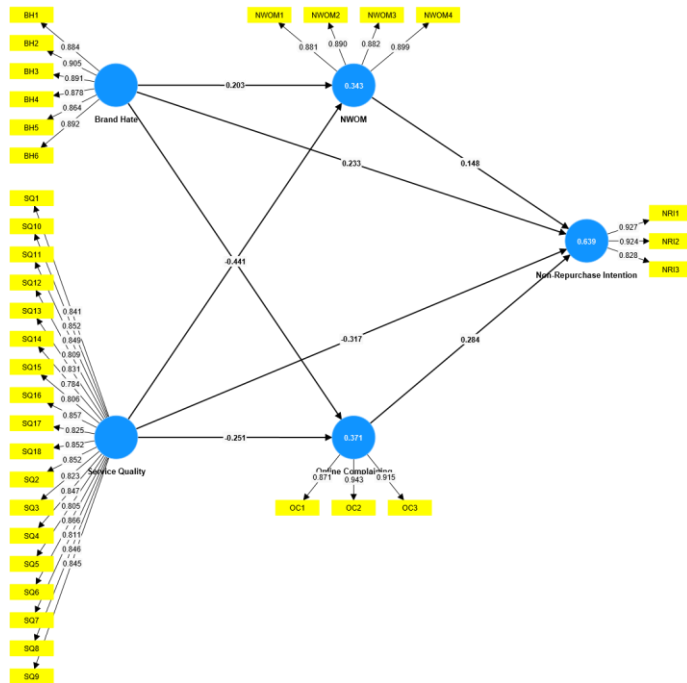


Figure 6. Diagram of Loading Factor Value of Outer Evaluation

Source: Processed by the author (2024)

Loading Factor

Table 8. Loading Factor Value of Each Indicator

No.	Indicator	Loading Factor	Description	No.	Indicator	Loading Factor	Description
1	BH1	0,884	Valid	18	SQ3	0,823	Valid
2	BH2	0,905	Valid	19	SQ4	0,847	Valid
3	BH3	0,891	Valid	20	SQ5	0,805	Valid
4	BH4	0,878	Valid	21	SQ6	0,866	Valid
5	BH5	0,864	Valid	22	SQ7	0,811	Valid
6	BH6	0,892	Valid	23	SQ8	0,846	Valid
7	SQ1	0,841	Valid	24	SQ9	0,845	Valid
8	SQ10	0,852	Valid	25	NWOM1	0,881	Valid
9	SQ11	0,849	Valid	26	NWOM2	0,890	Valid
10	SQ12	0,809	Valid	27	NWOM3	0,882	Valid
11	SQ13	0,831	Valid	28	NWOM4	0,899	Valid
12	SQ14	0,784	Valid	29	OC1	0,871	Valid
13	SQ15	0,806	Valid	30	OC2	0,943	Valid
14	SQ16	0,857	Valid	31	OC3	0,915	Valid
15	SQ17	0,825	Valid	32	NRI1	0,927	Valid
16	SQ18	0,852	Valid	33	NRI2	0,924	Valid
17	SQ2	0,852	Valid	34	NRI3	0,828	Valid

Source: SmartPls output, (2024)

Based on the table above, the Loading Factor value of each indicator shows a Loading Factor value> 0.7. Therefore, all indicators can be included in the research and do not need to be excluded from the research process.

Average Variance Extracted (AVE)

Table 9. AVE Test Results

Variables	AVE
Brand Hate	,784
NWOM	,789
Non-Repurchase Intention	,800
Online Complaining	,828
Service Quality	,695

Source: SmartPLS output, (2024)

The table above shows that each variable has an AVE value that exceeds 0.5. Therefore, each variable used in this study has the ability to reflect the latent variables they represent.

Discriminant Validity

Fornell-Larcker Criterion

Table 10. Fornell-Larcker Criterion Test

Variables	Brand Hate	NWOM	Non-Repurchase Intention	Online Complaining	Service Quality
Brand Hate	0,886				
NWOM	0,467	0,888			
Non-Repurchase Intention	0,656	0,573	0,894		
Online Complaining	0,575	0,486	0,650	0,910	
Service Quality	-0,600	-0,563	-0,684	-0,506	0,834

Source: SmartPLS output, (2024)

From the table above, it can be observed that the correlation value between variables and other variables shows a higher number. Therefore, it can be concluded that the Fornell-Larcker test criteria have been met.

Heterotrait-Monotrait (HTMT)

Table 11. HTMT

Variables	Brand Hate	NWOM	Non-Repurchase Intention	Online Complaining	Service Quality
Brand Hate					
NWOM	0,502				
Non-Repurchase Intention	0,721	0,643			
Online Complaining	0,620	0,532	0,731		
Service Quality	0,625	0,594	0,741	0,538	

Source: SmartPLS output, (2024)

Based on the table above, the HTMT value for each variable is less than 0.9, so each variable meets the HTMT pre-conditions and meets Discriminant Validity.

Cross Loading

The cross-loading value of each indicator can be seen in the table below:

Table 12. Cross Loading

Indicator	Brand Hate	NWOM	Non-Repurchase Intention	Online Complaining	Service Quality
BH1	0,884	0,374	0,601	0,509	-0,533
BH2	0,905	0,446	0,551	0,569	-0,512
BH3	0,891	0,476	0,588	0,501	-0,557
BH4	0,878	0,417	0,550	0,457	-0,500
BH5	0,864	0,431	0,625	0,522	-0,542
BH6	0,892	0,327	0,566	0,492	-0,543
NR11	0,588	0,542	0,927	0,577	-0,611
NR12	0,616	0,501	0,924	0,620	-0,617
NR13	0,555	0,495	0,828	0,545	-0,606
NWOM1	0,376	0,881	0,518	0,411	-0,463
NWOM2	0,416	0,890	0,487	0,434	-0,501
NWOM3	0,461	0,882	0,506	0,426	-0,447
NWOM4	0,409	0,899	0,526	0,454	-0,580
OC1	0,462	0,368	0,510	0,871	-0,415
OC2	0,517	0,435	0,627	0,943	-0,458
OC3	0,582	0,510	0,627	0,915	-0,500
SQ1	-0,512	-0,470	-0,573	-0,420	0,841
SQ10	-0,539	-0,498	-0,584	-0,467	0,852
SQ11	-0,494	-0,490	-0,571	-0,424	0,849
SQ12	-0,461	-0,474	-0,519	-0,421	0,809
SQ13	-0,488	-0,463	-0,567	-0,417	0,831
SQ14	-0,509	-0,423	-0,522	-0,392	0,784
SQ15	-0,445	-0,463	-0,527	-0,394	0,806
SQ16	-0,508	-0,465	-0,570	-0,437	0,857
SQ17	-0,475	-0,498	-0,554	-0,407	0,825
SQ18	-0,502	-0,466	-0,608	-0,437	0,852
SQ2	-0,514	-0,501	-0,579	-0,412	0,852
SQ3	-0,489	-0,464	-0,582	-0,448	0,823
SQ4	-0,466	-0,497	-0,620	-0,443	0,847
SQ5	-0,538	-0,419	-0,557	-0,394	0,805
SQ6	-0,515	-0,468	-0,570	-0,428	0,866
SQ7	-0,514	-0,483	-0,569	-0,420	0,811
SQ8	-0,537	-0,448	-0,622	-0,423	0,846
SQ9	-0,502	-0,443	-0,553	-0,393	0,845

Source: SmartPLS output, (2024)

Based on the cross-loading value of each indicator used in this study, all indicators have a cross loading value above 0.700 and have the highest correlation with their latent variables. Thus, there are no indicators that need to be removed.

Reliability Test

Table 13. Cronbach's Alpha Value of Each Variable

Variables	Composite Reliability	Cronbach's Alpha
Brand Hate	0,956	0,945
NWOM	0,937	0,911

Non-Repurchase Intention	0,923	0,873
Online Complaining	0,935	0,896
Service Quality	0,976	0,974

Source: SmartPLS output, (2024)

The table indicates that all variables have values exceeding 0.7, demonstrating a high level of consistency across each measurement. Consequently, all indicators are deemed reliable and can be retained in the research without exclusion. Additionally, the Composite Reliability values for all variables are above 0.700, further confirming that each variable meets the required standard. As a result, there is no need to exclude any indicators from the research process.

Structural Model/Inner Model

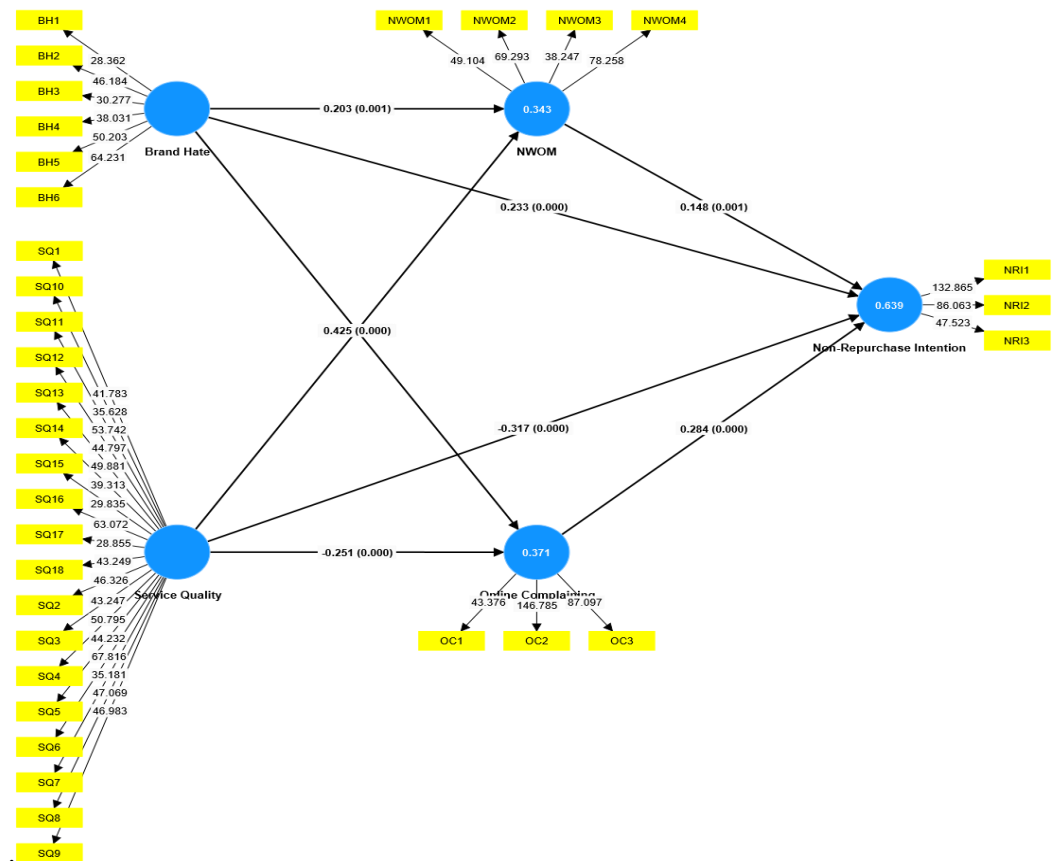


Figure 7. Inner Model Test Model

Source: SmartPLS output, (2024)

F Square (f^2)

F-square or effect size f^2 is a statistical measure used in path analysis to assess the strength of the relationship between independent and dependent variables in a structural model.

Explanation of the F Square (f^2) value according to Garson (2016) is as follows:

- $f^2 \leq 0.02$: Very small effect or no significant effect.
- $0.02 < f^2 \leq 0.15$: Small effect.
- $0.15 < f^2 \leq 0.35$: Moderate effect.
- $f^2 > 0.35$: Large effect.

Table 14. The Result of F^2

	NWOM	Non-Repurchase Intention	Online Complaining	Description
Brand Hate	0.040	0.081	0.184	2 Small and 1 Moderate
NWOM		0.038		Small
Online Complaining		0.133		Small
Service Quality	0.189			Moderate
Service Quality		0.146		Small
Service Quality			0.064	Small

Source: SmartPLS output, (2024)

The table above shows that, out of all the variables tested, the majority of the effects fall into the small category. Meanwhile, there are two variables that fall into the moderate category: BH on Online Complaining (0.184) and SQ on NWOM (0.189).

R Square and Q Square

The table below summarizes the R Square and q square values for each dependent variable in this study:

Table 15. R Square Test Results and Q square

Variables	R Square	R Square Adjusted	Q Square
NWOM	0,343	0,339	0,266
Non-Repurchase Intention	0,639	0,636	0,505
Online Complaining	0,371	0,368	0,302

Source: SmartPLS output, (2024)

Based on the R Square test results above, it can be concluded that the NWOM variable is influenced by its independent variables by 0.343 or 34.3%. The Non-Repurchase Intention variable is influenced by the independent variable as much as 0.639 or 63.9%. The Online Complaining variable is influenced by the independent variable as much as 0.371 or 37.1%. Meanwhile, the rest of the R^2 results obtained are other factors that are not included in the scope of this study.

From the table above, it can be seen that the Q Square value on the NWOM variable = 0.266, which means that the value is > 0 , so it can be concluded that the independent variable is able to explain the NWOM variable. The Q Square value on the Non-Repurchase Intention variable = 0.505, which means that the value is > 0 , so it can be concluded that the independent variable is able to explain the Non-Repurchase Intention variable. The Q Square value on the Online Complaining variable = 0.302 which means that this value > 0 , so it can

be concluded that the independent variable is able to explain the Online Complaining variable.

Model Fit

Table 16. Model Fit Output

Indicator	Saturated Model	Estimated Model
SRMR	0,042	0,045
d_ ULS	1,051	1,219
d_ G	1,013	1,025
Chi-Square	2156,843	2166,491
NFI	0,848	0,847

Source: SmartPLS output, (2024)

From the table above, it can be seen that the SRMR value in the saturated model is 0.042 < 0.08 and the estimated model is 0.045 < 0.08, so the model formed is declared to meet the feasibility of the model.

Structural Model/Inner Model

The following are the results of testing bootstrapping path coefficients:

Table 17. Hypothesis Test Results of Direct Effect

Construct	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hypothesis	Description
Brand Hate -> NWOM	0,203	3,244	0,001	H _{1a}	Accepted
Brand Hate -> Online Complaining	0,425	8,333	0,000	H _{1b}	
Brand Hate -> Non-Repurchase Intention	0,233	4,520	0,000	H _{1c}	
Service Quality -> NWOM	-0,441	7,561	0,000	H _{2a}	
Service Quality -> Online Complaining	-0,251	4,598	0,000	H _{2b}	
Service Quality -> Non-Repurchase Intention	-0,317	6,802	0,000	H _{2c}	
NWOM -> Non-Repurchase Intention	0,148	3,359	0,001	H ₃	
Online Complaining -> Non-Repurchase Intention	0,284	5,218	0,000	H ₄	

Source: SmartPLS output, (2024)

Based on the table above, the following conclusions can be drawn:

1. The effect of BH on NWOM has an Original Sample value of 0.203, a t statistic value of 3.244 > 1.96, and a P Value of 0.001 < 0.05. So, it can be concluded that BH has a significant positive effect on NWOM, then H_{1a} is accepted.
2. The effect of BH on Online Complaining has an Original Sample value of 0.425, a t statistic value of 8.333 > 1.96, and a P Value of 0.000 < 0.05. So, it can be concluded that Brand Hate has a significant positive effect on Online Complaining, then H_{1b} is accepted.
3. The effect of BH on NRI has an Original Sample value of 0.233, a t statistic value of 4.520 > 1.96, and a P Value of 0.000 < 0.05. So, it can be concluded that Brand Hate has a significant positive effect on Non-Repurchase Intention, so H_{1c} is accepted.

4. The effect of SQ on NWOM has an Original Sample value of -0.441, a t statistic value of 7.561 > 1.96, and a P Value of 0.000 < 0.05. So, it can be concluded that Service Quality has a significant negative effect on NWOM, then H_{2a} is accepted.
5. The effect of SQ on Online Complaining has an Original Sample value of -0.251, a t statistic value of 4.598 > 1.96, and a P Value of 0.000 < 0.05. So, it can be concluded that Service Quality has a significant negative effect on Online Complaining, then H_{2b} is accepted.
6. The effect of SQ on NRI has an Original Sample value of -0.317, a t statistic value of 6.802 > 1.96, and a P Value of 0.000 < 0.05. So, it can be concluded that Service Quality has a significant negative effect on Non-Repurchase Intention, so H_{2c} is accepted.
7. The effect of NWOM on NRI has an Original Sample value of 0.148, a t statistic value of 3.359 > 1.96, and a P Value of 0.001 < 0.05. So, it can be concluded that NWOM has a significant positive effect on Non-Repurchase Intention, so H₃ is accepted.
8. The effect of Online Complaining on NRI has an Original Sample value of 0.284, a t statistic value of 5.218 > 1.96, and a P Value of 0.000 < 0.05. So, it can be concluded that Online Complaining has a significant positive effect on Non-Repurchase Intention, so H₄ is accepted.

Table 18. Hypothesis Test Results of Indirect Influence

Construct	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hypothesis	Description
Brand Hate -> Online Complaining -> Non-Repurchase Intention	0,121	4,201	0,000	H ₅	Accepted
Service Quality -> Online Complaining -> Non-Repurchase Intention	-0,071	2,859	0,004	H ₆	

Source: SmartPLS output, (2024)

Based on the table above, the following conclusions can be drawn:

1. The effect of Online Complaining in mediating the influence between Brand Hate on Non-Repurchase Intention has an Original Sample value of 0.121, a t statistic value of 4.201 > 1.96, and a P Value of 0.000 < 0.05. Therefore, it can be concluded that Brand Hate has a significant positive effect on Non-Repurchase Intention through Online Complaining, so H₅ is accepted.
2. The effect of Online Complaining in mediating the effect between Service Quality on Non-Repurchase Intention has an Original Sample value of -0.071, a t statistic value of 2.859 > 1.96, and a P Value of 0.004 < 0.05. Therefore, it can be concluded that Service Quality has a significant negative effect on Non-Repurchase Intention through Online Complaining, so H₆ is accepted.

5. Discussion of Research Results

Brand Hate affects Negative Word of Mouth (NWOM)

The result show that Brand Hate has a significant positive effect on Negative Word of Mouth

(NWOM). This is in line with previous research which states that brand hatred can occur through five factors, namely past negative experiences, namely ideological mismatches, symbolic mismatches, poor relationship quality and rumours. (Hashim & Kasana, 2019). Where the hatred is positively related or in the same direction as NWOM, so it can be concluded that the higher the public hatred of XYZ, the higher the NWOM of the Indonesian people (Pulungan & Widodo, 2023).

The results of the analysis above are in accordance with what is happening in the field, where many Indonesians are doing NWOM related to their hatred for the XYZ brand which is not in accordance with the ideology of the Indonesian people where this happens throughout social media. The call for hatred that leads to a boycott of the product continues to grow until now along with the unending attack of the state of Israel on Palestine where XYZ Indonesia is always rumoured to be pro-Israel, in fact XYZ Indonesia is different from XYZ in America. So that the ideological incompatibility of the American company has an impact on XYZ Indonesia which is not in accordance with the ideology of the Indonesian people (the majority defends Palestine), creating hatred that is increasing continuously, followed by an increase in NWOM.

Brand Hate significantly influences Negative Word of Mouth (NWOM) in a positive manner. This means that when consumers harbor strong negative feelings or hatred toward a brand, they are more likely to express these sentiments through negative word of mouth. Such negative communication can include sharing unfavorable opinions and experiences about the brand with others, which can amplify the brand's reputation issues and potentially deter prospective customers. The connection between brand hate and NWOM underscores the importance for companies to address and manage customer dissatisfaction proactively, as unresolved negative emotions can lead to a broader spread of adverse feedback, impacting the brand's overall perception and market presence.

Brand Hate affects Online Complaining

The result show that Brand Hate has a significant positive effect on Online Complaining. This is in accordance with previous research which states that brand hatred can occur through ideological mismatch factors, making this hatred positively related or in the same direction as online complaining, so it can be concluded that the higher the public hatred of XYZ, the higher the online complaining from the Indonesian people (Curina et al., 2020).

Brand Hate has a significant positive effect on Online Complaining, meaning that strong negative feelings toward a brand are likely to lead customers to express their dissatisfaction publicly on digital platforms. When consumers experience intense animosity or frustration with a brand, they are more inclined to share their negative experiences online, often through reviews, social media, or forums. This behavior reflects their desire to voice their grievances and potentially warn others about their unfavorable experiences. The positive correlation between Brand Hate and Online Complaining highlights the need for brands to address and resolve customer grievances proactively to prevent the escalation of negative sentiments into widespread public complaints, which can damage the brand's reputation and influence potential customers.

Brand Hate affects Non-Repurchase Intention

The result show that Brand Hate has a significant positive effect on Non-Repurchase Intention. This is in accordance with previous research, the higher the hatred of a product, it will have a significant positive effect (in the same direction) with consumer intention not to buy the product. (Curina et al., 2020). Thus, it can be concluded from previous research and the results of this study that there is compatibility and hatred for XYZ products has an effect on consumer intention not to buy these products.

Brand Hate has a significant positive effect on Non-Repurchase Intention, meaning that strong negative emotions toward a brand are likely to increase a consumer's likelihood of avoiding future purchases from that brand. When customers experience intense dissatisfaction or animosity towards a brand, their intention to refrain from buying its products or services again is heightened. This relationship highlights the critical impact of negative brand perceptions on customer behavior, emphasizing that brands must actively address and mitigate sources of brand hate to prevent long-term damage to customer loyalty and to encourage repeat business.

Service Quality affects Negative Word of Mouth (NWOM)

The result show that Service Quality has a significant negative effect on Negative Word of Mouth (NWOM). Although the effect is not as great as the brand hate variable, the results of this study are in accordance with previous research related to product quality where service quality is an important factor in generating NWOM. (Leonnard et al., 2017). However, because customer satisfaction has decreased due to XYZ's poor service quality, the NWOM that has emerged is negative, which is often called NWOM. Thus, it can be concluded that the lower the quality of XYZ's service, the higher the NWOM from the Indonesian people.

Service Quality has a significant negative effect on Negative Word of Mouth (NWOM), indicating that higher levels of service quality are associated with a reduction in the tendency for customers to share negative feedback. When customers perceive a high level of service quality, they are less likely to communicate unfavorable opinions or experiences about the brand to others. This inverse relationship underscores the importance of delivering exceptional service, as it helps to prevent the spread of negative word of mouth and fosters a more positive brand reputation. By consistently meeting or exceeding customer expectations, businesses can mitigate the risk of NWOM and enhance overall customer satisfaction and loyalty.

Service Quality affects Online Complaining

The result show that Service Quality has a significant negative effect on Online Complaining. The test results of the research are in accordance with what happened in the field where many Indonesians are wondering about the uneven service of XYZ employees in various outlets. Which eventually led to online complaining related to XYZ's poor service quality occurring on many social media and XYZ's official platform. Thus, it can be concluded that the lower the quality of service from XYZ, the higher the online complaining from the Indonesian people.

Service Quality has a significant negative effect on Online Complaining, which means that when customers perceive a high level of service quality, they are less likely to engage in

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online complaints. High service quality leads to greater customer satisfaction, reducing the need for customers to voice their grievances publicly on digital platforms. This relationship highlights the value of delivering excellent service, as it helps prevent customers from seeking resolution through online complaints, which can damage the brand's reputation. By ensuring high standards in service delivery, businesses can effectively minimize the occurrence of online complaints and maintain a positive online presence.

Service Quality affects Non-Repurchase Intention

The result show that Service Quality has a significant negative effect on Non-Repurchase Intention. The results of the above analysis are in accordance with what is happening in the field, where many Indonesians have made non-repurchase, intention related to one of the factors, namely poor service quality from XYZ. This is evidenced by a decrease in sales and a decrease in revenue in 2023 and continues to worsen this year.

Service Quality has a significant negative effect on Non-Repurchase Intention, meaning that when customers experience high levels of service quality, their intention to avoid future purchases from the brand decreases. In other words, exceptional service quality reduces the likelihood that customers will decide not to repurchase. This negative relationship highlights the importance of consistently delivering excellent service, as it fosters positive customer experiences that encourage repeat business. When service quality meets or exceeds customer expectations, it enhances customer satisfaction and loyalty, thereby decreasing the inclination to seek alternatives and reinforcing ongoing patronage.

Negative Word of Mouth (NWOM) has an effect on Non-Repurchase Intention

The result show that Negative Word of Mouth (NWOM) has a significant positive effect on Non-Repurchase Intention. The results of the analysis are in accordance with the situation in the field where the number of NWOMs related to XYZ's poor service quality or XYZ's boycott calls has an impact on the decline in sales in 2023 which has lasted until now.

This is in accordance with research that NWOM has a relationship with non-repurchase intention. In this study, it is assumed that the existence of negative reviews in the form of NWOM has a positive effect on the intention not to repurchase. (Curina et al., 2020; Pulungan & Widodo, 2023). Thus, it can be concluded that the higher the NWOM from XYZ, the higher the increase in consumers' intention not to repurchase XYZ.

NWOM has a significant positive effect on NRI, indicating that when customers spread unfavorable feedback about a brand, it increases their own likelihood of avoiding future purchases. This relationship underscores the powerful impact that negative reviews and comments can have on customer behavior. When negative information about a brand proliferates, it not only deters potential customers but also reinforces the decision of existing customers to discontinue their patronage. This highlights the importance for brands to address and manage negative feedback effectively, as unchecked NWOM can lead to a higher rate of non-repurchase and long-term damage to the brand's reputation and customer base.

Online Complaining affects Non-Repurchase Intention

The result show that Online Complaining has a significant positive effect on Non-

Repurchase Intention. The results of the analysis are in accordance with the situation in the field where the number of online complaints related to the poor quality of XYZ's service or the call for a boycott of XYZ has an impact on the decline in sales in 2023 which lasts until now.

Online Complaining has a significant positive effect on NRI, meaning that when customers publicly express their dissatisfaction online, it increases their likelihood of deciding not to make future purchases from the brand. This effect illustrates how public grievances can amplify negative perceptions and influence customer decisions. When customers take their complaints to online platforms, it often reflects a high level of frustration and a definitive break in their relationship with the brand. Consequently, this public display of dissatisfaction not only serves to deter others from engaging with the brand but also solidifies the complainants' own resolve to avoid repurchasing. This dynamic emphasizes the importance for businesses to address complaints promptly and effectively to prevent escalation and safeguard customer retention. Thus, it can be concluded that the higher the online complaining from XYZ, the higher the increase in consumers' intention not to repurchase XYZ.

Brand Hate has an indirect effect through the mediating variables of Online Complaining and NWOM on Non-Repurchase Intention.

The result show that Brand Hate has an indirect effect through the mediating variables Online Complaining and NWOM on Non-Repurchase Intention. The test results show that brand hate as an independent variable affects non-repurchase intention indirectly through two mediating variables: online complaining and NWOM. An increase in brand hate leads to an increase in online complaints and NWOM related to XYZ, which in turn reduces consumers' intention to purchase the product. Brand hate triggers negative emotions towards the brand, encouraging complaints and the spread of negative information, which in turn reduces consumer trust and satisfaction (Curina et al., 2020; Pulungan & Widodo, 2023).

Brand Hate exerts an indirect effect on NRI through the mediating variables of Online Complaining and NWOM. This means that while Brand Hate itself directly impacts Non-Repurchase Intention, its influence is further amplified by the way customers express their dissatisfaction. Specifically, intense negative feelings toward a brand lead to increased online complaining and a greater spread of NWOM, both of which contribute to a higher likelihood of customers deciding not to repurchase. In other words, Brand Hate triggers behaviors such as public complaints and negative word-of-mouth that, in turn, exacerbate the intention to avoid future purchases. This highlights the complex interplay between customer emotions and their subsequent behaviors, demonstrating the cascading effect of negative sentiments on consumer loyalty and brand reputation.

Service Quality has an indirect effect through the mediating variables of Online Complaining and NWOM on Non-Repurchase Intention.

The result show that Service Quality has an indirect effect through the mediating variables Online Complaining and NWOM on Non-Repurchase Intention. The test results are in accordance with the conditions in the field where the service quality variable as an independent variable or X is indirectly related to variable Y, namely non-repurchase

intention through two mediating variables, namely online complaining and NWOM. When the quality of XYZ service is getting worse, it will increase online complaining and continue with the increase in NWOM related to XYZ which results in non-repurchase intention for the brand.

Service Quality has an indirect effect on Non-Repurchase Intention through the mediating variables of Online Complaining and Negative Word of Mouth (NWOM). This indicates that while high Service Quality directly influences customer satisfaction and repurchase decisions, its impact on Non-Repurchase Intention is also shaped by how customers express their dissatisfaction. When Service Quality is poor, it leads to increased Online Complaining and a higher frequency of NWOM, which then exacerbates the likelihood of customers choosing not to repurchase. In essence, Service Quality affects Non-Repurchase Intention not only through direct dissatisfaction but also by triggering behaviors that spread negative feedback and public grievances, further influencing customer decisions to avoid future transactions. This underscores the importance of maintaining high service standards to prevent the negative chain reaction of complaints and adverse word-of-mouth that can ultimately drive customers away.

6. Conclusions

The conclusion of this study indicates that both Brand Hate and Service Quality have a significant impact on non-repurchase intention. Brand Hate directly increases non-repurchase intention through heightened online complaining and negative word of mouth, while Service Quality has an indirect effect by influencing non-repurchase intention through the same mediating variables. This research underscores the importance of effectively managing negative sentiments and improving service quality to mitigate adverse effects on customer loyalty. By enhancing customer experiences and promptly addressing complaints, companies can reduce customers' intentions to avoid repurchasing and maintain a positive brand reputation.

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