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Perceived Brand Authenticity, Perceived Quality, and Repurchase Intention: Comparative Evidence from CHAGEE and TEAZZI Consumers

Immelda Meydiva Cantika Putri*[1], Anik Lestari Andjarwati[2]

[1,2]Department of Management, Faculty of Economics and Business, Universitas Negeri Surabaya, Surabaya, Indonesia
*e-mail: immelda.23181@mhs.unesa.ac.id

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ABSTRACT

This study examined whether perceived brand authenticity and perceived quality were associated with repurchase intention among CHAGEE and TEAZZI consumers and whether these associations differed between brands. A cross-sectional survey included 107 purposively selected consumers in Surabaya, Indonesia (54 CHAGEE and 53 TEAZZI). Brand-specific multiple regressions, Welch's independent-samples tests, and pooled regression with brand interactions and HC3 robust standard errors were used. Perceived brand authenticity was positively associated with repurchase intention for TEAZZI (B = 0.554, p < 0.001) and CHAGEE (B = 0.511, p = 0.002). Perceived quality showed corresponding positive associations for TEAZZI (B = 0.440, p = 0.002) and CHAGEE (B = 0.344, p = 0.0497); the CHAGEE estimate requires particular caution. The mean comparisons and brand-interaction tests were not statistically significant, although they did not establish equivalence between brands. Internal-consistency estimates ranged from 0.554 to 0.754, and the modest, nonprobability sample limits measurement confidence and comparative precision. The study offers exploratory evidence that symbolic evaluations of brand identity and functional assessments of product quality are each associated with stated repurchase intention, while distinguishing differences in average evaluations from differences in regression relationships. The cross-sectional findings do not support causal claims or direct conclusions about actual repeat purchasing.

Keywords: Brand authenticity; comparative consumer behavior; perceived quality; repurchase intention; tea beverages.

1. INTRODUCTION

Indonesia's food and beverage industry has experienced substantial development, accompanied by increasingly intense competition among businesses seeking to attract and retain consumers. In the second quarter of 2026, the food and beverage manufacturing subsector recorded year-on-year growth of 6.51%, reflecting its continued contribution to Indonesia's manufacturing economy (LPEM FEB UI, 2026). Within this competitive environment, contemporary tea-based beverages have attracted considerable commercial attention through the expansion of milk tea, bubble tea, and premium tea brands. According to Momentum Works, as reported by Pahlevi (2022), Indonesia accounted for approximately 43.7% of Southeast Asia's bubble tea market in 2021, representing an estimated market value of USD 1.6 billion. Although these figures describe an earlier market period, they demonstrate the substantial economic scale of tea-based beverages in Indonesia. Market expansion, however, does not necessarily guarantee sustained consumer demand for individual brands. As consumers encounter increasingly diverse products, purchasing alternatives, and brand experiences, businesses face the challenge of maintaining favorable consumer evaluations beyond initial purchases (Desveaud et al., 2024). Consequently, repurchase intention has become an important consideration in understanding customer retention (Owusu et al., 2025). Hellier et al. (2003) defined repurchase intention as consumers' judgments concerning their willingness to purchase again from the same provider, based on previous experiences and evaluations. Understanding the factors associated with this

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intention is particularly relevant in competitive beverage markets where product differentiation and consumer perceptions may shape subsequent purchasing decisions.

CHAGEE and TEAZZI provide contrasting settings for studying consumers' brand evaluations. TEAZZI began operating in Indonesia earlier, whereas CHAGEE entered Indonesia in April 2025 and opened its first Surabaya locations in June 2026 (Erajaya, 2025, 2026). Their brand communications emphasize tea experience and product characteristics in different ways. Research in related beverage settings indicates that brand authenticity and product quality can be relevant to consumers' evaluations, but findings concerning purchase intention, revisit intention, and repurchase intention should not be treated as identical (Chen et al., 2022; Koay & Cheah, 2023). Brand history may also shape familiarity, consumption frequency, and the opportunity to form stable evaluations. Because those characteristics were not incorporated into the reported models, the present comparison does not attribute any observed difference directly to brand positioning.

Perceived brand authenticity concerns whether a brand is viewed as genuine, credible, and consistent with its communicated identity. Morhart et al. (2015) identified continuity, credibility, integrity, and symbolism as key dimensions, while Campagna et al. (2023) advanced an integrated account of the construct. Existing studies associate authenticity with engagement, brand experience, emotional attachment, and advocacy; these outcomes are related but are not interchangeable with repurchase intention (Kumar & Kaushik, 2022; Murshed et al., 2023; Rodrigues et al., 2024; Kalyana, 2025). Acar et al. (2024) linked brand identity and congruence to repurchase intention, yet Kokkoris and Kamleitner (2026) reported that authentic brands were favored relative to inauthentic brands without necessarily outperforming a neutral baseline. Together, these findings suggest that authenticity may represent both a favorable cue and an expected minimum standard. Its association with repurchase intention therefore warrants direct investigation rather than assumption.

Perceived quality refers to consumers' overall assessment of a product's excellence or superiority (Zeithaml, 1988). For tea beverages, this evaluation may concern taste, aroma, ingredient characteristics, freshness, presentation, and consistency. Unlike authenticity, which emphasizes the perceived genuineness of brand identity, perceived quality emphasizes product performance. Sharif et al. (2024) reported a positive relationship between beverage quality perceptions and repurchase intention. Other studies linked quality to consumer attitudes and revisit intention (Koay & Cheah, 2023), or to satisfaction and subsequent repurchase intention (Natalia & Suparna, 2023; Yulius et al., 2026). Related evidence also connects quality and perceived value to intended repeat purchases (Hanggara & Hussein, 2023; Wardani & Purwanto, 2023). This diversity matters: direct associations with repurchase intention cannot be inferred from findings involving satisfaction, advocacy, or revisit intention alone.

Three issues motivate the present study. First, prior research has examined identity-related and product-performance evaluations in partly separate explanatory models, making their simultaneous conditional associations with repurchase intention worth examining (Desveaud et al., 2024; Le et al., 2025). Second, findings on authenticity do not consistently establish an incremental advantage, while quality-related findings differ depending on whether satisfaction or attitudes are modeled as intervening outcomes (Kokkoris & Kamleitner, 2026; Sharif et al., 2024). Third, most evidence arises from different product categories, outcomes, or brand settings, limiting direct inference for competing tea-beverage brands (Koay & Leong, 2024). The contribution is therefore not simply the choice of CHAGEE and TEAZZI, but the analytical distinction between differences in consumer-evaluation levels and differences in the statistical relationships connecting evaluations to repurchase intention.

The two predictors represent complementary evaluations rather than competing alternatives. Authenticity captures symbolic and credibility-related judgments, whereas perceived quality captures functional product assessments; both may be associated with repurchase intention when included in the same model. Evidence on brand authenticity and perceived value additionally suggests that consumer judgments may reflect intertwined but

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conceptually separable dimensions (Papadopoulou et al., 2023). The present study therefore tests each predictor while accounting for the other. The comparative component is exploratory because brand exposure, familiarity, and positioning were not measured as mechanisms, and the existing literature does not establish a defensible directional expectation that one of the two brands should show higher means or steeper regression slopes.

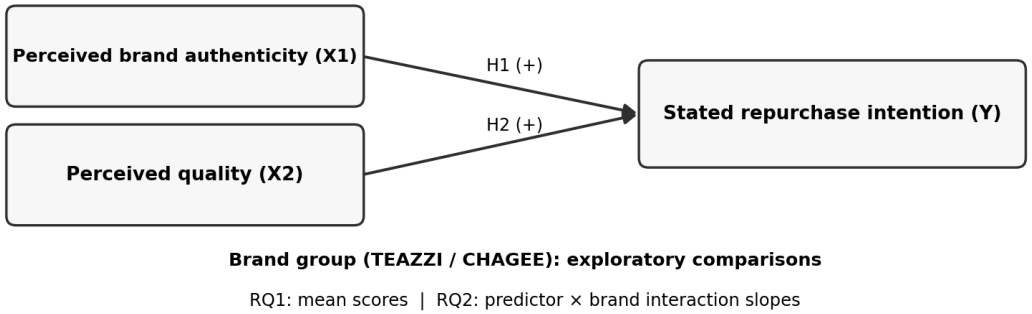

Figure 1. Conceptual framework of within-brand associations and exploratory brand comparisons

The study specified two directional hypotheses: H1, perceived brand authenticity is positively associated with repurchase intention when perceived quality is included in the model; and H2, perceived quality is positively associated with repurchase intention when perceived brand authenticity is included. Both hypotheses were examined separately among CHAGEE and TEAZZI respondents. They concern statistical associations, not causal effects. Comparisons of coefficient magnitude were not interpreted as tests of relative importance without an appropriate formal comparison.

Two exploratory research questions guide the between-brand analysis. RQ1 asks whether the average levels of perceived brand authenticity, perceived quality, and repurchase intention differ between CHAGEE and TEAZZI respondents. RQ2 asks whether the regression slopes linking each predictor to repurchase intention differ between the two brands. Welch's tests address RQ1, whereas predictor-by-brand interaction terms in a pooled model address RQ2. Nonsignificant results on either question cannot independently establish equivalence, particularly when statistical precision and measurement comparability are limited. Figure 1 summarizes the analytical framework.

Accordingly, this quantitative comparative survey integrates symbolic and functional evaluations within one model and separates within-brand associations, mean comparisons, and between-brand slope comparisons. The study contributes context-specific evidence on stated repurchase intention in premium tea beverages while recognizing that brand positioning, consumer familiarity, and actual subsequent transactions are not established explanatory mechanisms or measured outcomes.

2. METHOD

Research Design

This study employed a quantitative cross-sectional comparative survey design to examine the associations between perceived brand authenticity, perceived quality, and repurchase intention among CHAGEE and TEAZZI consumers in Surabaya, Indonesia. The research design was intended to identify relationships between consumer evaluations and repurchase intention within each brand group while examining whether these relationships differed across the two brands. A structured questionnaire was used to obtain quantitative responses concerning consumers' perceptions and purchasing intentions. The comparative approach incorporated both within-

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group regression analyses and between-group statistical comparisons, allowing differences in average construct scores to be distinguished from differences in regression relationships. Given the observational and cross-sectional nature of the study, the analysis focused on statistical associations rather than establishing causal relationships.

Population, Sampling, and Data Collection

The target population comprised consumers of CHAGEE and TEAZZI in Surabaya who had previous purchasing and consumption experience with the respective brands. Respondents were selected using nonprobability purposive sampling based on two eligibility criteria: being at least 17 years old and having purchased and consumed beverages from the brand being evaluated at least once. The study included 107 eligible respondents, consisting of 54 CHAGEE consumers and 53 TEAZZI consumers. The initial recruitment target was approximately 50 respondents per brand, while the final analytical sample reflected the number of eligible responses obtained. Because this target was not supported by a documented a priori power calculation, the sample size was considered a methodological limitation, particularly when assessing differences in regression coefficients across the two groups.

Data were collected through a structured questionnaire distributed via [specify the actual recruitment channels] during [specify the actual data collection period]. Respondent eligibility was determined according to the established inclusion criteria. The procedures used to verify purchasing experience, prevent duplicate participation, and establish independence between brand groups require confirmation from the original recruitment records. Similarly, the informed consent process and any institutional ethical approval or exemption should be documented according to the procedures actually implemented. These considerations are particularly relevant because valid comparisons between independent brand groups depend on the appropriate identification and classification of respondents.

Research Instruments and Variable Measurement

The study measured three principal constructs using a structured questionnaire with a five-point Likert response scale ranging from 1 (strongly disagree) to 5 (strongly agree). Perceived brand authenticity (X1) was assessed using 12 items representing consumers' evaluations of brand consistency, credibility, integrity, and symbolic meaning. The measurement dimensions were informed by previous conceptual discussions of brand authenticity (Campagna et al., 2023; Li et al., 2024). Perceived quality (X2) was measured using 10 items reflecting consumers' assessments of beverage characteristics and product performance, drawing on previous research in café and beverage consumption settings (Natalia et al., 2023; Wardani et al., 2023). These indicators were intended to capture consumers' evaluations of product excellence based on their previous experiences with the respective brands.

Repurchase intention (Y) was measured using eight items encompassing future purchasing intention, continued consumption, brand preference, and willingness to recommend, following the measurement approach adopted in the original questionnaire (Hapsari et al., 2025; Suparna et al., 2023). Nevertheless, brand preference and recommendation behavior are conceptually distinguishable from repurchase intention, which specifically concerns consumers' willingness to purchase again from a previously experienced brand. Their inclusion therefore requires careful consideration when interpreting the construct. For the reported analyses, composite scores were calculated using the arithmetic mean of the items assigned to each variable, with higher scores indicating more favorable consumer evaluations or stronger stated behavioral intentions. The original item wording and adaptation procedures should be documented to support measurement transparency and reproducibility.

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Measurement Reliability and Validity Assessment

Measurement quality was evaluated using corrected item–total correlations and Cronbach's alpha to examine item consistency and internal reliability. Cronbach's alpha values were interpreted with reference to the commonly applied threshold of 0.70, although reliability estimates were considered alongside the conceptual relevance of individual measurement items. Several scales produced reliability coefficients below this reference threshold, particularly within the CHAGEE group, indicating limitations in internal consistency. Such limitations may introduce measurement error, weaken observed statistical associations, and reduce the precision of comparisons between brands. Consequently, the composite measures and their relationships with repurchase intention were interpreted cautiously.

Although corrected item–total correlations and Cronbach's alpha provide information about item performance and internal consistency, these statistics do not independently establish construct validity. In particular, the inclusion of brand preference and recommendation indicators within the repurchase intention measure raises concerns about the conceptual boundaries of the construct. Furthermore, the reported measurement analyses did not establish comprehensive evidence of convergent validity, discriminant validity, or measurement equivalence between CHAGEE and TEAZZI consumers. Accordingly, the validity of the measurement structure and the comparability of construct scores across brands remain methodological limitations. Any subsequent modification of measurement items would require theoretical justification, reassessment of reliability and validity, and recalculation of the affected composite scores and statistical models.

Data Analysis

Data analysis was conducted in four sequential stages to address the research objectives. First, descriptive statistical analysis was used to summarize respondent characteristics and the distributions of perceived brand authenticity, perceived quality, and repurchase intention. Second, separate multiple linear regression models were estimated for CHAGEE and TEAZZI consumers to examine the associations between perceived brand authenticity, perceived quality, and repurchase intention within each group. Both predictors were included simultaneously to estimate their respective associations with repurchase intention while statistically controlling for the other predictor. Third, Welch's independent-samples t-tests were employed to compare mean construct scores between the two brand groups. This procedure was selected because it does not require the assumption of equal population variances, although the independence of observations remained an essential assumption.

Fourth, a pooled multiple regression model incorporating brand interaction terms was employed to examine whether the relationships between perceived brand authenticity, perceived quality, and repurchase intention differed significantly between CHAGEE and TEAZZI consumers. The two explanatory variables were mean-centered before constructing interaction terms, while brand membership was represented by a binary indicator coded as 0 for TEAZZI and 1 for CHAGEE. The model included the centered predictors, brand membership, and two predictor-by-brand interaction terms. Heteroskedasticity-consistent HC3 standard errors were applied to the pooled model to improve the robustness of statistical inference. The interaction coefficients represented differences in regression slopes between the brand groups, whereas Welch's tests assessed differences in mean construct evaluations. All statistical tests were two-sided, using a significance level of 0.05.

The interpretation of the regression results considered the direction and magnitude of the estimated associations alongside their statistical significance. Importantly, statistically nonsignificant interaction coefficients were not interpreted as evidence of equivalence between the two brands, particularly given the limited sample size and concerns regarding measurement reliability. The absence of a documented statistical power or sensitivity analysis further restricted conclusions about the detectability of potentially meaningful between-brand differences. Moreover, the cross-sectional design, reliance on self-reported responses, nonprobability

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sampling, and measurement limitations restricted causal interpretation and generalizability. Accordingly, the findings were treated as context-specific statistical associations, while between-brand comparisons were interpreted as exploratory evidence rather than definitive confirmation of equivalent or different consumer relationships.

3. RESULTS AND DISCUSSION

RESULTS

Respondent Characteristics

The final analytical file included 107 survey respondents, with 53 TEAZZI and 54 CHAGEE consumers. As shown in Table 1, women represented 73.6% of TEAZZI respondents and 81.5% of CHAGEE respondents. Most respondents were aged 21–24 years (75.5% and 74.1%, respectively), and students or pupils comprised the largest occupational group (90.6% and 83.3%). These sample characteristics define the demographic setting of the comparative results.

The sample was concentrated among young, predominantly female respondents and students. The two groups were not matched on demographic or purchasing-experience characteristics; therefore, observed similarities should not be interpreted as evidence of equivalent consumer populations.

Table 1. Demographic Characteristics of Respondents

Characteristic	TEAZZI (n = 53)	CHAGEE (n = 54)
Gender		
Female	39 (73.6%)	44 (81.5%)
Male	14 (26.4%)	10 (18.5%)
Age (years)		
17–20	9 (17.0%)	8 (14.8%)
21–24	40 (75.5%)	40 (74.1%)
25–28	4 (7.5%)	3 (5.6%)
29–32	0 (0.0%)	3 (5.6%)
Occupation		
Students/Pupils	48 (90.6%)	45 (83.3%)
Employees	2 (3.8%)	6 (11.1%)
Entrepreneurs	3 (5.7%)	1 (1.9%)
Housewives	0 (0.0%)	1 (1.9%)
Freelancers	0 (0.0%)	1 (1.9%)

Source: Primary survey data, processed by the authors (2026).

Measurement Reliability and Item Performance

Table 2 summarizes the numbers of items meeting the original, undocumented item-screening rule and the internal-consistency coefficients for the three composites in each brand group.

For TEAZZI, Cronbach's alpha was 0.754 for perceived brand authenticity, 0.649 for perceived quality, and 0.690 for the repurchase-intention composite. For CHAGEE, the respective coefficients were 0.662, 0.554, and 0.589. Only TEAZZI's authenticity scale exceeded 0.70.

The item-screening counts were 10/12, 7/10, and 7/8 for TEAZZI, compared with 7/12, 4/10, and 3/8 for CHAGEE (authenticity, quality, and repurchase intention, respectively). Because the item-level correlations and the threshold used to classify passing items were not supplied, the screening results cannot be independently checked from this manuscript.

All items were retained in the composite scores used for the reported regressions. Consequently, subsequent results should be interpreted as associations among the originally defined scores rather than as findings obtained with fully validated measures.

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Table 2. Item Screening Summary and Internal Consistency by Brand

Construct	Brand	Items passing screening*	Cronbach's α
Perceived brand authenticity	TEAZZI	10/12	0.754
Perceived brand authenticity	CHAGEE	7/12	0.662
Perceived quality	TEAZZI	7/10	0.649
Perceived quality	CHAGEE	4/10	0.554
Repurchase intention	TEAZZI	7/8	0.690
Repurchase intention	CHAGEE	3/8	0.589

**The original item-screening threshold and individual item–total correlations were not supplied. Counts are reproduced from the source manuscript and require verification.*

Brand-Specific Multiple Regression Analysis

Separate multiple linear regression models were estimated to examine the associations between perceived brand authenticity, perceived quality, and repurchase intention within each brand group. Both explanatory variables were included simultaneously in each regression model, allowing their conditional associations with repurchase intention to be assessed while accounting for the other predictor.

As shown in Table 3, perceived brand authenticity demonstrated a positive association with repurchase intention among TEAZZI consumers (B = 0.554, $p < 0.001$). Perceived quality was also positively associated with repurchase intention (B = 0.440, p = 0.002). The TEAZZI regression model produced an R^2 value of 0.622, indicating that the two explanatory variables collectively accounted for approximately 62.2% of the observed variation in repurchase-intention scores. The overall model was statistically significant ($F = 41.114$, $p < 0.001$).

A similar positive pattern was observed among CHAGEE consumers. Perceived brand authenticity was positively associated with repurchase intention (B = 0.511, p = 0.002), while perceived quality also demonstrated a positive association (B = 0.344, p = 0.0497). The CHAGEE model produced an R^2 value of 0.506, indicating that approximately 50.6% of the observed variation in repurchase intention was accounted for by the two predictors. The overall regression model was statistically significant ($F = 26.075$, $p < 0.001$).

The positive coefficient directions were consistent with H1 and H2 at the original unadjusted 0.05 threshold. The CHAGEE perceived-quality estimate (p = 0.0497) is particularly sensitive to small changes in specification or measurement and should not be characterized as conclusive evidence. These are conditional associations, not estimates of causal effects or definitive differences in the relative importance of predictors.

Table 3. Brand-Specific Multiple Regression Results (Original Reported Estimates)

Brand	Predictor	B	p	R^2	SE*	95% CI*	Std. β*
TEAZZI	Perceived brand authenticity	0.554	< 0.001	0.622	NR	NR	NR
TEAZZI	Perceived quality	0.440	0.002		NR	NR	NR
CHAGEE	Perceived brand authenticity	0.511	0.002	0.506	NR	NR	NR
CHAGEE	Perceived quality	0.344	0.0497		NR	NR	NR

**NR = not reported in the provided analytical summary. Original model SEs, 95% CIs, standardized β coefficients, diagnostics, and software outputs must be inserted before submission; model R^2 values are reported for each brand only.*

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Comparison of Mean Construct Scores

Welch's independent-samples t-tests were employed to address RQ1 by examining whether TEAZZI and CHAGEE consumers differed in their average evaluations of perceived brand authenticity, perceived quality, and repurchase intention. Table 4 presents the descriptive statistics and comparative test results.

For perceived brand authenticity, TEAZZI respondents reported a mean score of 4.274 (SD = 0.358), compared with 4.261 (SD = 0.350) among CHAGEE respondents. The difference was not statistically significant, t(104.820) = 0.187, p = 0.852. Perceived quality was similarly evaluated across the two groups, with mean scores of 4.283 (SD = 0.354) for TEAZZI and 4.304 (SD = 0.319) for CHAGEE, t(103.464) = −0.317, p = 0.752. Repurchase intention was slightly higher among TEAZZI respondents (M = 4.292, SD = 0.408) than among CHAGEE respondents (M = 4.236, SD = 0.379), but the difference was also nonsignificant, t(104.115) = 0.740, p = 0.461.

The reported mean differences were small: 0.013 for authenticity, −0.021 for quality, and 0.056 for repurchase intention (TEAZZI minus CHAGEE). Table 4 presents corresponding approximate Hedges' g values of 0.036, −0.062, and 0.141, with mean-difference confidence intervals that include zero. The intervals and standardized differences were reconstructed from rounded group summaries and should be checked against the original analytical output.

The available sample did not reveal statistically detectable mean differences. This does not demonstrate equivalent perceptions: the score means exceeded 4.2 on a five-point scale, and original-score ranges, skewness, and upper-bound response proportions are needed to evaluate potential ceiling effects.

Table 4. Mean Comparisons Between TEAZZI and CHAGEE Consumers

Construct	TEAZZI M (SD)	CHAGEE M (SD)	t	df	p	Mean Δ [95% CI]*	Hedges g*
Perceived brand authenticity	4.274 (0.358)	4.261 (0.350)	0.187	104.820	0.852	0.013 [−0.123, 0.149]	0.036
Perceived quality	4.283 (0.354)	4.304 (0.319)	−0.317	103.464	0.752	−0.021 [−0.150, 0.108]	−0.062
Repurchase intention	4.292 (0.408)	4.236 (0.379)	0.740	104.115	0.461	0.056 [−0.095, 0.207]	0.141

**Mean difference = TEAZZI − CHAGEE. Confidence intervals and Hedges' g are approximate reconstructions from rounded group summaries (n = 53 and n = 54); verify from the original dataset. They do not constitute original individual-level outputs.*

Pooled Regression and Brand Interaction Analysis

To address RQ2, a pooled multiple regression model incorporating brand interaction terms was estimated to examine whether the associations between perceived brand authenticity, perceived quality, and repurchase intention differed across the two consumer groups. TEAZZI served as the reference category, while CHAGEE was represented by a binary indicator. The explanatory variables were mean-centered, and heteroskedasticity-consistent HC3 standard errors were applied to the pooled model.

As presented in Table 5, perceived brand authenticity demonstrated a positive conditional association with repurchase intention in the reference group (B = 0.554, robust SE = 0.181, p = 0.002). Perceived quality also demonstrated a positive association (B = 0.440, robust SE = 0.220, p = 0.046). The estimated coefficient for brand membership was not statistically significant (B = −0.058, p = 0.290), indicating no statistically detectable adjusted difference between the brand groups at the centered predictor values.

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The interaction between perceived brand authenticity and brand membership was not statistically significant (B = −0.043, robust SE = 0.364, p = 0.905). Similarly, the perceived quality interaction was nonsignificant (B = −0.096, robust SE = 0.409, p = 0.814). The joint Wald test of the two interaction terms also yielded a nonsignificant result, $\chi^2(2) = 0.474$, p = 0.789.

The interaction confidence intervals are wide; thus, the data do not establish equivalent slopes. Table 5 reproduces provisional HC3 results, but original unrounded output is required to verify its standard errors, confidence intervals, and pooled-model fit.

Table 5. Pooled Regression with Brand Interaction Terms (Provisional HC3 Estimates)

Model term	B	Robust SE (HC3)	Approx. 95% CI*	p
Perceived brand authenticity (centered)	0.554	0.181	[0.199, 0.909]	0.002
Perceived quality (centered)	0.440	0.220	[0.009, 0.871]	0.046
Brand indicator (CHAGEE = 1)	−0.058	0.054	[−0.164, 0.048]	0.290
Authenticity × Brand	−0.043	0.364	[−0.756, 0.670]	0.905
Quality × Brand	−0.096	0.409	[−0.898, 0.706]	0.814

**Intervals are approximate, reconstructed from rounded coefficients and HC3 SEs. Confirm estimates and unrounded 95% CIs, the pooled model R^2/adjusted R^2, and residual diagnostics from original analysis output.*

DISCUSSION

Both perceived brand authenticity and perceived quality were positively associated with stated repurchase intention within the CHAGEE and TEAZZI samples. Neither the mean-comparison tests nor the brand-interaction tests detected significant between-brand differences. Together, these findings support a cautious, exploratory interpretation of complementary symbolic and functional consumer evaluations, not a claim that the brands are equivalent or that evaluations caused later purchases.

The authenticity findings are consistent with the view that credibility, continuity, integrity, and symbolic meaning can accompany favorable consumer-brand relationships (Morhart et al., 2015; Campagna et al., 2023). Prior studies examined authenticity in relation to engagement, experience, and attachment (Kumar & Kaushik, 2022; Murshed et al., 2023; Rodrigues et al., 2024). Their results, however, do not directly test repeat purchase decisions. The evidence by Kokkoris and Kamleitner (2026), in which authenticity did not outperform a neutral baseline, offers an important alternative interpretation: authenticity may function as an expected standard rather than a differentiating advantage. Trust and emotional attachment are plausible mechanisms but were not measured here.

Perceived quality likewise showed positive conditional associations with repurchase intention, in line with Zeithaml's (1988) conceptualization and beverage-market evidence (Sharif et al., 2024). Studies of satisfaction and revisit intention suggest possible intermediate evaluations, but these constructs were not modeled in the present survey (Koay & Cheah, 2023; Natalia & Suparna, 2023; Yulius et al., 2026). The estimated CHAGEE quality association warrants particular caution because its p-value is close to 0.05 and the corresponding alpha is only 0.554. Reanalysis using clearly defined and reliable indicators is needed before this specific coefficient is treated as robust.

The absence of significant mean differences suggests that the current data do not distinguish average authenticity, quality, or stated repurchase intention for the sampled consumers. Differences in how long the brands have operated in Surabaya could influence purchase frequency, familiarity, and the opportunity to form stable quality evaluations; none of these exposure measures was reported in the current models. Similarly, the high construct means suggest possible score restriction. Without brand-exposure and distributional data, these

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alternatives remain plausible explanations for weak between-brand discrimination rather than established findings.

The pooled interaction model addresses a different question from the mean tests: whether the conditional regression slopes differ between brands. Both interaction estimates were nonsignificant, but their wide confidence intervals are compatible with a range of positive and negative slope differences. Given the group sizes and limited measurement quality, it would be incorrect to conclude that authenticity or quality functions identically for CHAGEE and TEAZZI. A sensitivity analysis and reliable composite measures are prerequisites for stronger cross-brand inference.

Measurement is the principal limitation. Four of six scales had alpha below 0.70, and a substantial number of CHAGEE items failed the original screening rule. The inclusion of recommendation and brand-preference indicators in the repurchase-intention composite further blurs the conceptual distinction between willingness to buy again and broader favorable brand responses. Item-level evidence, dimensionality checks, and measurement comparability are needed to establish what the regression coefficients represent. The current analyses should therefore be treated as preliminary associations between the reported composite scores.

The study's conceptual contribution is to place symbolic authenticity and functional quality assessments in the same conditional model while separating differences in mean perceptions from differences in their relationships with stated repurchase intention. This distinction is relevant to comparative brand research, but the present sample and measurement properties preclude a universal claim across markets or consumer groups.

For managerial interpretation, credible brand communication and consistent product experiences are reasonable areas to monitor in both premium tea brands. However, the dependent measure captures stated intention, not observed purchases or customer retention, and the present associations do not demonstrate that managerial interventions will change purchasing behavior. Information on actual transactions, satisfaction, price fairness, and consumption frequency would be needed to evaluate such strategies more directly.

Limitations include purposive sampling, demographic concentration, cross-sectional self-reports, incomplete documentation of recruitment and screening, low reliability for several scales, and the absence of verified diagnostics and sensitivity analyses. Future work should use validated, conceptually focused measures and larger, more heterogeneous samples; record brand familiarity and consumption history; test score comparability; and examine actual subsequent purchasing behavior using longitudinal designs where feasible.

4. CONCLUSIONS AND SUGGESTION

This study found positive conditional associations of perceived brand authenticity and perceived quality with stated repurchase intention within the sampled CHAGEE and TEAZZI consumers. Welch's tests and pooled interactions did not identify statistically significant differences in mean scores or regression slopes between the brands. However, nonsignificant comparisons do not establish equivalence. The main contribution is the explicit distinction between differences in consumer evaluations and differences in statistical relationships, while examining symbolic and functional assessments simultaneously.

The findings are exploratory because the sample was selected purposively, several composite measures had low reliability, and the original analytical output does not yet provide complete validity, diagnostic, and comparability evidence. For future research, clearer measures of repurchase intention, verified measurement properties, fuller documentation of brand familiarity, and observed repeat purchases are especially important. Before this manuscript can be submitted as a final empirical report, the authors must complete the highlighted methodological fields and verify the statistical tables against the original dataset.

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