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(Research) Article

The Influence of Healthy Lifestyle, Brand Image and Quality On Hand Sanitizer Purchase Decisions Which Impact Repeat Purchases

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Abstract: The COVID-19 pandemic has significantly changed people's lifestyles, encouraging them to live cleaner and healthier in an effort to maintain their immunity. One prominent change is the increased habit of using hand sanitizers as a quick and effective way to keep hands clean and reduce the risk of viral transmission in daily activities. This thesis research aimed to examine the effect of a healthy lifestyle, brand image, and product quality on the purchase decision of hand sanitizer products and how these factors subsequently influence repurchase behavior. This study employed a quantitative research design with data analysis conducted using LISREL 8.80, which allows for accurate testing of structural relationships between variables. The findings of this study indicate that a healthy lifestyle has a significant positive effect on consumers' initial purchase decisions of Dettol's hand sanitizer, highlighting the role of health awareness in driving demand for hygiene products during the pandemic. Similarly, brand image significantly affects purchase decisions, showing that a strong and trusted brand enhances consumers' confidence when selecting hygiene products. Product quality also demonstrated a significant influence on purchase decisions, emphasizing that effectiveness, safety, and reliability remain critical in consumer choice. However, the results also reveal that a healthy lifestyle does not have a direct significant effect on repurchase behavior. In contrast, brand image and product quality both show significant impacts on repurchase decisions, reflecting the importance of maintaining brand trust and consistent product standards to encourage customer loyalty. Furthermore, purchase decisions significantly affect repurchase intentions, confirming that a satisfactory initial purchase experience is a key driver for continued product usage.

Keywords: Brand Image; Dettol's; Healthy Lifestyle; Purchase Decision; Quality; Repurchase

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1. Introduction

In early 2020, the world was shocked by a respiratory pandemic in China. The disease was caused by the COVID-19 virus. The pandemic, which initially originated in China, also spread to Indonesia in early March 2020. The pandemic has prompted people to adopt cleaner and healthier lifestyles to protect their immune systems from the virus. A healthy lifestyle is no longer just a tend but has become a necessity for all levels of society during the COVID-19 pandemic (Tamakoshi, 2009).

This healthy lifestyle is based on the principle that prevention and self-care are better than cure, which is inherently more expensive. A healthy lifestyle can be implemented through exercise, maintaining personal and environmental hygiene, managing diet, and other health-promoting behaviors (Foster, 2018). An effective and simple way to reduce the transmission of COVID-19 infection is by practicing good hand hygiene. Healthy lifestyle behaviors during the pandemic have increased demand for health products such as masks, hand sanitizers, disinfectants, and several multivitamin products to maintain immunity (Bloomfield, 2007). The growth in demand for health products such as healthy foods, multivitamins, and hand sanitizers is driven by the growth of the consumer segment that is leading a healthy lifestyle.

The growing demand for hand sanitizer products has led to intense competition among hand sanitizer manufacturers (Dwianto, 2007). This competition means companies are no longer able to force consumers to buy their products, making it difficult to manage their customers. Furthermore, the advancement of information technology and the emergence of numerous brands on the market have made consumers increasingly critical and discerning when purchasing products (Apriyani, 2017). To maintain market share, companies must first understand consumer needs and desires. With the intense competition in the hand sanitizer market, hand sanitizer brands play a crucial role in a company's sustainability.

There are many hand sanitizer products marketed in Indonesia, but only a few are consumer favorites. One hand sanitizer brand that is highly competitive in the market is Dettol. According to Top Brand Index data, Dettol has consistently ranked in the top two for four consecutive years.

Tabel 1. Top Brand Index Antiseptic Hand Sanitizer Liquid 201-2020.

Cairan Antiseptik Pembersih Tangan											
2017			**2018**			**2019**			**2020**		
Merek	**TBI**		**Merek**	**TBI**		**Merek**	**TBI**		**Merek**	**TBI**	
Dettol	**44,2 %**	**TOP**	**Dettol**	**36,8 %**	**TOP**	**Antis**	**33,6%**	**TOP**	**Antis**	**33,8%**	**TOP**
Antis	**31,8%**	**TOP**	**Antis**	**30,5 %**	**TOP**	**Dettol**	**29,8%**	**TOP**	**Dettol**	**30,0%**	**TOP**
Lifebouy	**11,8%**	**TOP**	**Lifebou y**	**10,4%**	**TOP**	**Betadine**	**11,9%**	**TOP**	**Betadin e**	**10,6%**	**TOP**

Nuvo	**5,1%**		**Betadine**	**8,9%**		**Lifebouy**	**8,6%**		**Lifebouy**	**7,0%**	
			Handy Clean	5,9%		Handy Clean	5,8%		Handy Clean	5,7%	

Based on the data above, Dettol hand sanitizer has a fairly high TBI, indicating that this brand is highly sought after by the public. From 2017 to 2018, Dettol ranked first. This means that consumer surveys indicated that Dettol was the last brand they used. The TBI above shows that Antis ranked second, indicating competition between Dettol and Antis. This competition drives companies to employ various strategies and strive to acquire and retain customers.

Brand image can be enhanced through advertising, promotions, or user engagement. Through brand image, consumers can recognize a product, evaluate quality, reduce purchasing risk, and gain specific experiences and satisfaction from a product (Wijaya, 2013). Once a brand image is established, it will result in purchasing decisions. Consumers who trust a particular brand, due to its brand image, are more confident in making purchasing decisions. Before a brand image is formed, consumers must assess several dimensions that have an important influence in the formation of a brand image. There are 3 components of a brand image, namely: corporate image, user image, and product image (Sondoh, 2017).

In addition to brand image, product quality also plays a crucial role in consumer decisions about a product. Good product quality will certainly attract consumer interest in purchasing, as consumers desire quality products. Product quality plays a crucial role in shaping consumer purchasing and repeat purchasing decisions (Porter, 1989).

Quality is defined as a product that is free from defects, safe, and offers high benefits consistent with what is advertised. Furthermore, products are also closely linked to generating profits for the company. The higher the quality of the product provided by the company, the higher the customer satisfaction, and ultimately, the more likely customers are to make repeat purchases. Several studies have shown that product quality significantly influences consumer purchasing decisions (Kays, 1999).

Purchasing decisions are consumer decisions based on various preferences within a collection of product choices across specific brands (Steinhauser, 2019). Many factors influence purchasing decisions for health products, particularly hand sanitizers, during the pandemic, including company, product, social, and consumer-initiated factors (Asmundson, 2020). Companies must also develop an understanding of how consumers actually make purchasing decisions and their post-purchase behavior.

After purchasing a product, a consumer will evaluate the product. When making their first purchase, customers enter a phase where they are experimenting with the product or service (Grohmann, 2017). They will evaluate the product or service, and if their evaluation during the first purchase is positive, there is a high likelihood of repeat purchase intentions. If the product meets expectations, satisfaction will arise and repeat purchases will be made (Blombäck, 2007). Customer repeat purchases are something companies hope for to maintain

their survival (Choi and Kim, 2013). Companies will strive to compete competitively to create a good customer experience when using the product or service, which will lead to a tendency for repeat purchases over a certain period of time.

Based on the above description, a product with a good brand image and quality will influence consumers to make purchasing decisions, especially driven by healthy lifestyle trends during the current pandemic, so this is expected to have an impact on repeat purchases. This is the background to the author's research, which was determined to be the influence of a healthy lifestyle, brand image, and quality on hand sanitizer purchasing decisions, which impact repeat purchases.

2. Preliminaries or Related Work or Literature Review

This section must contain a state-of-the-art explanation. It can be explained in several ways. First, you can discuss several related papers, both about objects, methods, and their results. From there, you can explain and emphasize gaps or differences between your research and previous research. The second way is to combine theory with related literature and explain each theory in one sub-chapter.

Healthy Lifestyle

A healthy lifestyle is one that takes into account certain factors that influence health, including diet and exercise. Furthermore, a person's lifestyle also influences their level of health; for example, smoking and drinking alcohol are certainly not healthy lifestyles. A healthy lifestyle is a simple and appropriate choice. Living with a healthy diet, mindset, habits, and environment. Health, in its fundamental sense, means everything we do produces good and positive results. A healthy life is one that is physically, psychologically, environmentally, and financially healthy, sufficient, and well.

Brand Image

Brand image is based on consumer memories of a product, resulting from how a person feels about the brand. Pleasant or unpleasant feelings about a brand shape this image and are stored in the consumer's memory. Brand image is the association that arises in the consumer's mind when recalling a particular brand. This association can simply take the form of specific thoughts and images associated with a brand (Roslina, 2010). Based on this opinion, it can be concluded that brand image is a consumer's perception of a brand which is based on the consumer's memory of a product, as a result of what a person feels about the brand.

Quality

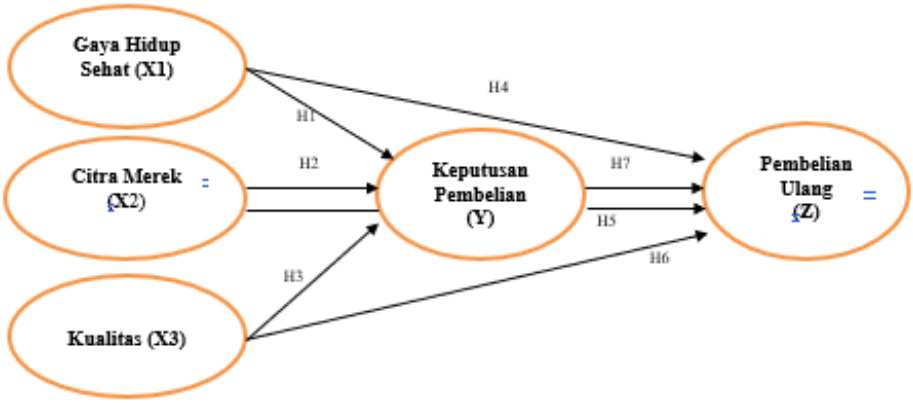
Marketed products are a powerful weapon in winning the competition if they meet high quality standards. This is where the phrase "quality first" comes in. According to Lovelock, quality is "the expected level of quality and the control of variation in achieving that quality to meet consumer needs."46 Therefore, quality is a key success factor for an organization or company. As Welch (in Laksana) put it, quality is "the best guarantee of customer loyalty, the strongest defense against competition, and the only path to sustainable growth and income." Meanwhile, according to Triguno, quality is a standard that must be achieved by an individual, group, institution, or organization regarding the quality of human resources, work methods, processes, and work results or products in the form of goods and services.

Purchasing Decision

A decision can only be made if there are several alternatives to choose from. If there are no alternatives, then the action taken without those choices cannot be considered decision-making. According to Kotler and Armstrong, a consumer purchasing decision is a consumer's decision to purchase the most preferred brand from among the available alternatives. However, two factors can intervene between purchase intention and purchase decision.50 The first factor is the attitudes of others, and the second is situational factors. Therefore, preferences and purchase intentions do not always result in actual purchases. Decision-making is an individual activity directly involved in obtaining and using a product. According to Setiadi, defining a decision involves choosing between two or more alternative actions or behaviors.51 Decisions always require a choice between several different behaviors.

Repeat Purchase

Repurchase intention can be classified as a cognitive component of consumer behavior, affecting how individuals intend to purchase a particular brand or product. Purchase intention is influenced by various considerations regarding the brand or product, which are influenced by factors such as interest, available information, stimuli, and evaluation. These stimuli can be related to psychological factors that influence consumers, such as consumer perceptions of the product or the person advertising the product in relation to endorsements (Hassan & Jamil, 2014).Kerangka Konsep



Based on the conceptual framework, the hypotheses in this study are:

H1: A healthy lifestyle has a significant influence on purchasing decisions.

H2: Brand image has a significant influence on purchasing decisions.

H3: Quality has a significant influence on purchasing decisions.

H4: A healthy lifestyle has a significant influence on repeat purchases.

H5: Brand image has a significant influence on repeat purchases.

H6: Brand image has a significant influence on repeat purchases.

H7: Purchase decisions have a significant influence on repeat purchases.

3. Proposed Method

This study employed a descriptive, explanatory, quantitative approach, utilizing primary and secondary data. The data were collected and processed using the statistical method SEM (Structural Equation Modeling). This quantitative study employed a causality research format, specifically to test the validity of causal relationships (cause-and-effect) between the independent and dependent variables.

The sampling technique used was non-probability sampling through purposive sampling, adapted to the research objectives by distributing questionnaires on social media. This study required 175 respondents who had used Dettol brand hand sanitizer. The data was then processed using the statistical method SEM (Structural Equation Modeling) to test the hypotheses using LISREL 8.70 software.

Operational definition of variables

The operational definitions of the variables in this study are as follows:

A. Independent Variable

An independent variable is a variable that positively or negatively influences the dependent variable. The independent variables in this study are Healthy Lifestyle (X1), Brand Image (X2), and Quality (X3).

B. Intervening Variable

A mediating variable is a variable that connects the independent variable with the dependent variable. The mediating variable in this study is Purchase Decision (X).

C. Dependent Variable

The dependent variable is a variable influenced by the independent variable. The dependent variable in this study is Repeat Purchase (Z).

Table 2. Operational Definitions of Variables.

Variable	Dimension	Indicator
Healthy Lifestyle (X1)	• **Activity**	• **Regular exercise** • **Adequate rest** • **Maintaining a clean environment**
	• **Interest**	• **Eating healthy and nutritious food** • **Consuming health products** • **Regular health check-ups**
	• **Opinion**	• **Not smoking** • **Avoiding stress** • **Wearing a mask when leaving the house**
Brand Image (X2)	• **Brand association advantages**	• **Product quality** • **Increased self-confidence** • **Produced by a well-known company**
	• **Brand association strength**	• **Continuous innovation** • **Brand recognition to consumers** • **Memorable brand**
	• **Brand association uniqueness**	• **Good brand image** • **Competitive prices**

		• Wide variety of product variations
Quality (X3)	• Performance	• Good product quality • Attractive product packaging • Effective germ killer
	• Features	• Unique characteristics compared to other products • Variants • Product claims
	• Reliability	• The product has a formula according to skin needs • The product has
	• Durability	• The product has a long expiration date
	• Conformance to Specifications	• Have specifications according to your wishes
	• Esthetics	• Aesthetic value after product use
Purchase Decision (Y)	• Cultural factors	• Social class • Religion • Ethnicity
	• Social factors	• Community • Family • Environmental influences
	• Personal factors	• Economic situation • Health factors • Satisfaction
	• Psychological factors	• Product perception • Trust • Effects after use
Repurchase (Z)	• Transactional interest	• Desire to repurchase the product
	• Referential interest	• Recommend it to others
	• Preferential interest	• Inform others
	• Exploratory interest	• Seek out good information about the product

Data Analysis Techniques

A. Validity Test

Data validation is the process of determining whether an interview in a survey was conducted correctly and free from bias.

B. Reliability Test

Reliability is a measure of the consistency of an indicator in indicating a construct. Essentially, a reliability test indicates the extent to which a measuring instrument can produce relatively similar results when repeated measurements are taken on the same subjects.

C. Theoretical Model Development

Develop a research model with strong theoretical support through various literature reviews of scientific sources related to the model being developed.

D. Flowchart Development

The theoretical model developed in the previous stage will be depicted in a path diagram, making it easier to see the causal relationships to be tested.

E. Converting the Flowchart into Equations

After the theory or theoretical model has been developed and depicted in a flowchart, the researcher begins converting the model specifications into a series of equations. The equations developed will consist of:

a) Structural Equations, these equations are formulated to express the causal relationships between various constructs. Structural equations are essentially constructed using the following guidelines:

Endogenous variables = exogenous variables + endogenous variables + error… (1)

b) Measurement Model Specification Equation

In this model specification, researchers determine which variables measure the construct and determine a series of matrices showing the hypothesized correlations between the constructs or variables.

c) Evaluation of Goodness of Fit Criteria

Model suitability is tested through a review of various goodness of fit criteria. Therefore, the first step is to evaluate whether the data used meets the SEM assumptions.

d) Hypothesis Testing

In SEM analysis, there is no single statistical test tool for testing hypotheses regarding the model (Hair et al., 1995; in Ferdinand 2006). The following are several fit indices and cut-off values used to test whether a model can be accepted or rejected:

Table 3. Fit Indices for an SEM Model.

Goodness of fit index	Cut-off value
X^2 – Chi-square	$X^{2\ Hitung} < X^{2\ Tabel}$
Sigificancy robality	≥ 0,05
RMSEA	≥ 0,08
GFI	≥ 0,90
AGFI	≥ 0,90
CMID/DF	≥ 2,0
TLI	≥ 0,95
CFI	≥ 0,95

4. Results And Discussion

A. Path Analysis

Validity Test

Validity indicates how well an instrument measures a particular concept. Pearson correlation is used to measure validity. If the Pearson correlation between each question and the total score produces a correlation value (calculated r) > table r (α = 5%), then the questionnaire item can be considered valid. The table r value (n = 30, α = 5%) was 0.361. Validity testing was conducted using SPSS 25.

Table 4. Questionnaire Validity Test.

Questionnaire Number	Calculated r value	The r value of the α table is 0.05 from 30 respondents	Information
X1.1	0,858	0,361	Valid
X1.2	0,652	0,361	Valid
X1.3	0,769	0,361	Valid
X1.4	0,821	0,361	Valid
X2.1	0,770	0,361	Valid
X2.2	0,838	0,361	Valid
X2.3	0,862	0,361	Valid
X2.4	0,867	0,361	Valid
X2.5	0,842	0,361	Valid
X2.6	0,652	0,361	Valid
X2.7	0,942	0,361	Valid
X2.8	0,854	0,361	Valid
X3.1	0,858	0,361	Valid
X3.2	0,884	0,361	Valid
X3.3	0,921	0,361	Valid
X3.4	0,880	0,361	Valid
X3.5	0,862	0,361	Valid
X3.6	0,926	0,361	Valid
X3.7	0,889	0,361	Valid
Y1	0,893	0,361	Valid
Y2	0,834	0,361	Valid
Y3	0,761	0,361	Valid
Y4	0,813	0,361	Valid
Y5	0,915	0,361	Valid
Y6	0,612	0,361	Valid
Y7	0,714	0,361	Valid
Z1	0,783	0,361	Valid
Z2	0,756	0,361	Valid
Z3	0,831	0,361	Valid

Z4	0,830	0,361	Valid
Z5	0,722	0,361	Valid
Z6	0,911	0,361	Valid
Z7	0,763	0,361	Valid

It was found that all questionnaire items (indicators) for all research variables produced Pearson's r values greater than 0.361 (r table). Therefore, the questionnaire items used to measure each research variable were declared valid.

Reliability Test

Reliability indicates the extent to which a measuring instrument can be relied upon. To measure reliability, the Cronbach's alpha value is used. If the Cronbach's alpha value is ≥ 0.6, then the questionnaire items that make up the research variables can be considered reliable.

Table 5. Questionnaire Reliability Test.

Variables	Cronbach's Alpha	Settings	Information
Healthy Lifestyle	0,739	0,600	Reliabel
Brand Image	0,932	0,600	Reliabel
Quality	0,955	0,600	Reliabel
Purchase Decision	0,877	0,600	Reliabel
Repeat Purchase	0,864	0,600	Reliabel

Table 5 shows that the Cronbach's alpha value for all research variables is greater than 0.60. Therefore, it can be concluded that the questionnaire items for the variables of healthy lifestyle, brand image, quality, purchase decisions, and repeat purchases are reliable and can be trusted as a measuring tool that produces consistent answers to obtain research data.

B. Respondent Profile

The respondents for this study were Instagram users who had purchased and used Dettol brand hand sanitizer products in the Greater Jakarta area. There were 175 respondents.

Respondent Age

Table 6. Respondent Age.

No	Age	Frequency	Persentase (%)
1	**<= 25 year**	**43**	**24.6**
2	**26 – 35 year**	**81**	**46.3**
3	**36 – 45 year**	**34**	**19.4**
4	**> 46 year**	**17**	**9.7**
Amount		**175**	**100**

Based on the table above, of the 175 respondents, the majority (81 respondents, 46%) were between 26 and 35 years old, and this age group is more critical in selecting products that meet their body's needs. One example is the use of Dettol hand sanitizer.

Gender

Table 7. Respondent Gender.

No	Gender	Frequency	Persentase (%)
1	Men	43	24.6
2	Women	132	75.4
Amount		175	100

Based on the table above, of the 175 respondents, the majority were female (132 respondents (75%), while 43 respondents (25%) were male. This indicates that the majority of respondents were female.

Last Education

Table 8. Last Education.

No	Last education	Frequency	Persentase (%)
1	Elementary School/Equivalent	3	1.7
2	Junior High School/Equivalent	9	5.1
3	High School/Equivalent	40	22.9
4	College/Academy	123	70.3
Amount		175	100

The table above shows that respondents with a college/university education level accounted for the largest percentage, at 70.3%, or 123 respondents out of a total of 175. High school/equivalent education was second, at 22.9%, or 40 respondents. Junior high school/equivalent education accounted for 5.1%, or 9 respondents, and elementary school/equivalent education accounted for 1.7%, or 3 respondents. This indicates that the majority of respondents' highest education level was college/university.

Occupation

Table 9. Respondents' Occupations.

No	Occupation	Frequency	Persentase (%)
1	Private Employee	69	39.4
2	Student	18	10.3
3	Civil Servant/Military/Police Member	21	12.0
4	Not Working	36	20.6
5	Self-Employed	26	14.9
6	Other	5	2.9
Amount		175	100

Based on Table V.14, of the 175 total respondents, the majority (69 respondents) work as private sector employees, while a small proportion (9%) work outside the categories.

Frequency of Dettol Hand Sanitizer Purchases

Table 10. Frequency of Purchases.

No	Purchase Frequency	Frekuensi	Persentase (%)
1	2 times	31	17.7
2	3-4 times	53	30.3
3	5-6 times	37	21.1
4	7-8 times	16	9.1
5	More than 8 times	38	21.7
Jumlah		175	100

The table above shows that 53 respondents, or 30.3%, purchased Dettol hand sanitizer 3-4 times, 38 respondents, or 21.7%, purchased more than 8 times, 37 respondents, or 21.1%, purchased 5-6 times, 31 respondents, or 17.7%, purchased 2 times, and 16 respondents, or 9.1%, purchased 7-8 times.

Identification of Research Variables

The scale used in this study was a Likert scale, ranging from 1 as the lowest weight to 4 as the highest. The higher the weight a category receives, the better the category. To simplify the assessment, assessment categories were created, with the intervals determined using the following formula:

$$\text{Class interval} = \frac{\text{Maximum value} - \text{Minimum value}}{\text{Number of classes}} = \frac{5 - 1}{5} = 0{,}8$$

Based on the class interval values, the value limits for each class can be determined, and then each respondent's score will be entered as shown in Table V.16.

Table 11. Mean Category of Interval Scores.

Category	Weight
Very High	4,20 - < x ≤ 5,0
High	3,40 - < x ≤ 4,20
Fairly High	2,60 - < x ≤ 3,40
Low	1,80 - < x ≤ 2,60
Very Low	1,00 - < x ≤ 1,80

C. Descriptive Research Analysis

The research results are described per variable using mean analysis and supported by the frequency distribution of respondents' responses. All mean and frequency distribution results for each dimension of this research are derived from data processing conducted using SPSS 25.

Based on the responses from 175 samples regarding the research variables, a detailed description of the respondents' responses will be grouped into descriptive statistics. With the addition of an index, the majority of respondents who answered the questionnaire can be seen. The interval criteria obtained from the average (mean) values of the five variables present the following respondents' responses to the research variables:

Table 12. Respondent Response Criteria for Research Variables.

Variabel	Mean	Average Mean	Criteria	Description
X1	4,23	3,78	If the mean value is <3.78, then it is increased If the mean value is ⩾ 3.78, it is retained	Maintained
X2	3,83			Maintained
X3	3,71			Enhanced
Y	3,61			Enhanced
Z	3,53			Enhanced

Source: Processed primary data (2021)

Model Suitability Test

Table 13. Goodness of Fit Test Results.

GOF measurement results	Acceptance Parameters	Information
Chi-square = 680,42; *p* = 0.00	The smaller the better. P value > 0.05	Poor fit
RMSEA = 0.049	RMSEA ≤ 0.05:*close fit* 0.05 < RMSEA ≤ 0.08:*good fit* RMSEA 0.08 – 0.10: *marginal fit* RMSEA > 0.10 : *poor fit*	Close fit
ECVI = 4,73	ECVI value approaches saturated ECVI value	Good fit
AIC Model = 846.42	Model AIC approaches AIC Saturated = 1122.00	Good fit
CAIC Model = 1194.43	CAIC Model < CAIC Saturated = 3474.25	Good fit
NFI = 0.96 NNFI = 0.98	0.80 - 0.90: *marginal fit* ≥ 0.90: sebagai *good fit*	Good fit
CFI = 0.99	Values between 0 – 1, closer to 1.00 : good fit it limit is 0.9	Good fit
IFI = 0.99 RFI = 0.96	≥ 0.09 : good fit 0.80 – 0.90 : marginal fit	Good fit
RMR = 0.035	≤ 0,05	Good fit

From the analysis of Table 13, it is known that the model meets the established GOF (Goodness of Fit) criteria. This probability indicates no difference between the predicted model and the observed data. Other model fit measures are in the good

category. Therefore, the predicted model fits the observed values, thus making the proposed model acceptable for this study.

Hypothesis Testing

Table 14. Hypothesis Calculation Results.

Hipotesis	Path	t-tabel	t-value	Results
H1	Healthy Lifestyle → Purchase Decision	1,96	3,49	Accepted
H2	Brand Image → Purchase Decision	1,96	4,12	Accepted
H3	Quality → Purchase Decision	1,96	6,52	Accepted
H4	Healthy Lifestyle → Repeat Purchase	1,96	1,17	Rejected
H5	Brand Image → Repeat Purchase	1,96	2,35	Accepted
H6	Quality → Repeat Purchase	1,96	4,69	Accepted
H7	Purchase Decision → Repeat Purchase	1,96	3,58	Results

All hypotheses were accepted because all t-test values were higher than the t-table (1.96), indicating that all related variables had an effect. The results in this study were the same as in previous research, except for Hypothesis 7, where the results of the hypothesis test showed that the healthy lifestyle variable had no effect on repurchasing Dettol brand hand sanitizer. The rejected hypothesis indicates that there is no transactional, referential, preferential, or exploratory consumer interest in Dettol brand hand sanitizer to support a healthy lifestyle. This could be due to new activities, interests, and opinions regarding adopting a healthy lifestyle during the current pandemic, which have reduced interest in repurchasing Dettol brand hand sanitizer. Furthermore, there are also consumer opinions and interests in hand sanitizer products other than the Dettol brand. The availability of several hand sanitizer products on the market today has made consumers more selective about the products they consume, resulting in low interest in repurchasing Dettol brand hand sanitizer.

Direct and Indirect Effects

Table V.15. Direct, Indirect, and Total Effects.

Relationship of Variables	Direct	Indirect	Total
Healthy Lifestyle → Purchase Decision → Repeat Purchase	0,09	Through Purchase Decisions: 0,27 x 0,32 = 0,0864	0,1764
rand Image → Purchase Decision → Repeat Purchase	0,19	Through Purchase Decisions: 0,32 x 0,32 = 0,1024	0,2924
Product Quality → Purchase Decision → Repeat Purchase	0,34	Through Purchase Decisions: 0,41 x 0,32 = 0,1312	0, 4712

Source: Processed primary data (2021)

Based on Table V.32, the following explanation can be found:

a) The direct effect of a healthy lifestyle on repeat purchases is 0.09 (9%), and the indirect effect through purchase decisions is 0.0864 (8.64%). The total effect of a healthy lifestyle on repeat purchases is 0.1764 (17.64%).
b) The direct effect of brand image on repeat purchases is 0.19 (19%), and the indirect effect through purchase decisions is 0.1024 (10.24%). The total effect of brand image on repeat purchases is 0.2924 (29.24%).
c) The direct effect of quality on repeat purchases is 0.34 (34%), and the indirect effect through purchase decisions is 0.1312 (13.12%). The total effect of product quality on repeat purchases is 0.4712 (47.12%).

5. Conclusions

a) A healthy lifestyle influences the purchase decision for Dettol brand hand sanitizer. This means that the higher the consumer's activity, interest, and opinion in adopting a healthy lifestyle, the higher the purchase decision.
b) Brand image influences the purchase decision for Dettol brand hand sanitizer. This means that the greater the superiority, uniqueness, and strength of the product's brand image, the higher the purchase decision.
c) Quality influences the purchase decision for Dettol brand hand sanitizer. This means that the higher the product's performance, appearance, reliability, durability, and service, the higher the purchase decision.
d) A healthy lifestyle has a low and insignificant influence on the repurchase of Dettol brand hand sanitizer. This means that the consumer's activity, interest, and opinion in adopting a healthy lifestyle do not influence the consumer's repurchase intention.
e) Brand image influences the repurchase of Dettol brand hand sanitizer. This means that the greater the superiority, uniqueness, and strength of the product's brand image, the higher the repeat purchase.
f) Quality influences the repurchase of Dettol brand hand sanitizer. This means that higher product performance, appearance, reliability, durability, and service will increase repeat purchases.
g) Purchasing decisions influence repeat purchases of Dettol brand hand sanitizer. This means that higher consumer steadfastness, habits, referential interest, and repeat purchase intention will increase repeat purchases.

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