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THE INFLUENCE OF BRAND PERCEPTION, SOCIAL INFLUENCE, AND ATTITUDE TO FUNCTIONAL FOOD ON REPURCHASE INTENTION WITH CONSPICUOUS CONSUMPTION AS AN INTERVENING VARIABLE (Study on Kopi Kelana in Surabaya)

Aulia Life Rahma Putri[1]
Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia
21042010203@student.upnjatim.ac.id

Nurul Azizah[2*]
Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia
nurulazizah.adbis@upnjatim.ac.id*

Abstract

This study aims to analyze the effect of Brand Perception, Social Influence, and Attitude to Functional Food on Repurchase Intention, with Conspicuous Consumption as an intervening variable, in the context of Kelana Mobile Coffee in Surabaya. This study uses quantitative methods with purposive sampling techniques, where data is collected through questionnaires distributed to 100 respondents. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4.0. The results showed that Brand Perception has a significant effect on Conspicuous Consumption, but has no significant effect on Repurchase Intention. Meanwhile, Social Influence has no significant effect on Conspicuous Consumption or Repurchase Intention, which indicates that social recommendations do not directly influence repurchase decisions. On the other hand, Attitude to Functional Food has a significant effect on Conspicuous Consumption and Repurchase Intention, indicating that consumers who value the health benefits of a product are more likely to buy and consume the product as part of their lifestyle. In addition, Conspicuous Consumption has no significant effect in mediating Brand Perception on Repurchase Intention, but has a significant role in mediating the relationship between Social Influence and Repurchase Intention, as well as between Attitude to Functional Food and Repurchase Intention. This finding suggests that although conspicuous consumption does not always play a role in strengthening the relationship between brand perception and repurchase intention, this factor can strengthen the influence of social influence and attitude towards functional food in driving repurchase decisions.The results of this study provide implications for Kopi Keliling businesses that marketing strategies based on healthy lifestyles and social trends can be an effective approach to increase customer loyalty and encourage repurchases.

Keywords: Mobile Coffee, Brand Perception, Social Influence, Attitude to Functional Food, Conspicuous Consumption, Repurchase Intention

INTRODUCTION

Advances in technology and information in the era of globalization have influenced the lifestyle of modern society, giving rise to the "coffee" culture as a new urban lifestyle involving social interaction. This coffee culture has impacted the tourism industry and the economy. Therefore, many business people take advantage of this opportunity by opening coffee businesses, ranging from coffee shops, coffee stalls, to mobile coffee which is rampant in Surabaya. Mobile coffee businesses are in demand due to the ease of access for consumers and flexibility for entrepreneurs to reach more buyers in crowded places such as squares, parks or events. In addition, this concept promises maximum profit with small capital and minimized operational costs. Kelana Coffee is one such example, a mobile coffee pioneer in Surabaya that uses electric bicycles.

According to data from the Central Statistics Agency (BPS), national coffee production peaked in 2022 with 771 thousand tons, but dropped dramatically to 756.1 thousand tons in 2023. This decline had a significant impact on the global coffee market and pushed up prices in various regions. Despite the decline in production, coffee consumption in Indonesia remains high, with around 79% of Indonesians consuming at least one cup of coffee every day. This consumption trend is closely related to repurchase intention, which is the tendency of consumers to make repeat purchases of products or brands. Repurchase intention is influenced by consumers' previous positive experiences and their evaluation of brand alternatives. The two main factors that influence repurchase intention are brand perception and social influence. A positive brand perception will shape the way consumers observe, feel, and value a brand or product, which is reflected in brand associations in their memory. Meanwhile, social influence shows how other individuals, such as friends and family members, influence purchasing decisions. Consumers tend to make purchases when people around them support or recommend certain products.

Attitudes towards functional foods are strongly influenced by beliefs in health benefits, concerns about health risks, and cultural differences. According to the Functional Food Center (FFC) in the United States, functional foods are natural or processed foods that contain bioactive compounds, in effective and non-toxic amounts, that are clinically proven to provide health benefits for the prevention, management, or treatment of chronic diseases. These factors may attract consumers to purchase the product due to the benefits offered, and together with perceived price and social influence, may drive repurchase interest in functional food products. In addition, the concept of conspicuous consumption, expressed by Thorstein Veblen (1899), explains how luxury goods become a symbol of financial well-being. In the modern context, this is reinforced by the "Bandwagon" effect and Fear of Missing Out (FOMO) (Goldsmith et al., 2012), which motivates consumers to continue buying viral products, such as mobile coffee, to remain relevant in their social group.

Kelana Mobile Coffee is a modern coffee culture innovation established in 2024 in Surabaya. Pioneering mobile coffee using electric bicycles, Kelana offers the convenience of buying coffee "on the go" which is very attractive to consumers. The popularity of mobile coffee increased rapidly during the COVID-19 pandemic, when many coffee shops switched to this sales model to adapt to social restrictions and minimize physical contact. This change not only helped sustain the business but also introduced mobile coffee as part of a more flexible and practical lifestyle, which continues today. Kelana Kopi Keliling was chosen as

the object of research due to its innovation as a pioneer of electric bike-based mobile coffee in Surabaya. Its uniqueness makes it an interesting case study to understand business and marketing strategies in the face of intense competition.

Apart from traveling around, Kopi Keliling Kelana also offers ordering services for various events, such as events and weddings. One of the factors that has made Kopi Keliling Kelana more recognizable is its popularity as one of the menu options in weddings, where the presence of Kopi Keliling Kelana in various events helps increase brand exposure among potential customers. It is not only known for its service quality and ease of access, but also for the taste of the coffee served. Good product quality contributes to Repurchase Intention, where satisfied consumers tend to return to make purchases in the future.

REVIEW OF LITERATURE

Brand Perception

According to Keller (2020), states that Brand Perception or perception of a brand is consumers' perceptions of a brand that develops through brand associations stored in their memory. According to Keller (1993: 3), as cited in Wilson and Purnama (2020), brand perception is defined as "Perceptions about a brand as reflected by the brand associations held in consumer memory." Which means that the view of a brand is reflected through the relationships and brand associations embedded in consumer memory.

Kotler and Keller (2017) say that Brand Perception has three indicators, namely:

1. Attribute (Product-related attributes and non-product-related attributes)
2. Benefits (Functional Benefits, Experiential Benefits, and Symbolic Benefits)
3. Brand Attitude

Social Influence

Social Influence is a situation where individuals feel that family or friends around them encourage them to try new things, buy or use a product. When the level of Social Influence increases, a person's interest in new things also tends to increase (Rianto and Yoganingsih, 2020). Social Influence can be classified into two main categories, namely local-based and global-based. These various forms of social influence have a significant role in shaping a variety of dominant human behaviors, including in terms of consumption and preferences for products or services (Zhang et al., 2016).

According to Wibowo & Riyadi (2017) social influence has 3 indicators, namely:

1. Information
2. Utility
3. Value Expressives

Attitude to Functional Food

In general, Attitude to Functional Food refers to consumers' views or perceptions of these foods, which include judgments, preferences, and emotional responses. According to Siegrist et al. (2015), Attitude to Functional Food is influenced by trust in the health claims presented, perception of risk, and the suitability of the food to lifestyle needs. Functional foods include fresh or processed foods that contain components with physiological benefits and/or the ability to reduce disease risk. These claims must be supported by scientific evidence and need to be consumed regularly as part of daily habits. ((Amaliah et al., 2019) (in the journal Food technology and industry IPB 2021)).

There are several indicators related to Attitude to Functional Food, namely:

1. Perception of Health Benefits
2. Taste Preference
3. Knowledge and Awareness
4. Cultural Influence
5. Convenience

Conspicuous Consumption

According to the theory of Thorstein Veblen (1899) as the originator of the term Conspicuous consumption, argues that people tend to buy goods or services as a way to display their social status. In other words, consumers buy a product or service just to look cool and show others. In his 1984 book Conspicuous consumption, Pierre Bourdieu states that the consumption of products and services, including coffee, reflects one's social position and cultural expertise. Another explanation is that a person consumes or buys coffee with the intention that others see that they have bought and enjoyed the coffee with certain intentions.

There are several indicators related to Conspicuous Consumption namely:

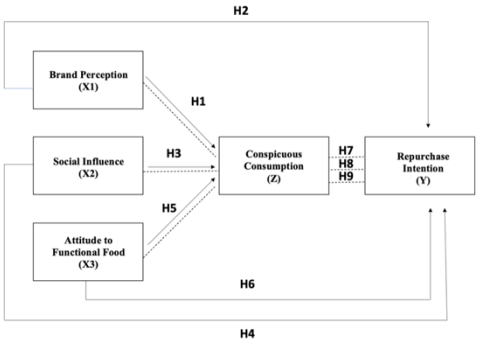
1. Happiness and Wellbeing
2. Status
3. Public Consumption

Repurchase Intention

According to Thamrin and Francis (2016), Repurchase Intention or repurchase interest is defined as the tendency or intention of a consumer to repurchase a product or service based on previous experience and the level of satisfaction obtained. According to Hellier et al. (2015: 198), Repurchase intention or repurchase intention is “Repurchase intention is the individual's judgment about buying again a designates service from the same company, taking into account his or her current situation and likely circumstances”, meaning that interest in repurchasing refers to an individual's tendency to re-purchase certain services or products from the same company taking into account current circumstances and possible future situations. According to Augusty Ferdinand (2024), repurchase intention indicators include four main aspects, namely Transaction Intention, Referential Intention, Preferential Intention, and Explorative Intention. Based on the description above, the authors can conclude several hypotheses in this study as follows:

H1 : Brand Perception has a significant effect on Conspicuous consumption
H2 : Brand Perception has a significant effect on Repurchase Intention
H3 : Social Influence has a significant effect on Conspicuous consumption
H4 : Social Influence has a significant effect on Repurchase Intention
H5 : Attitude to functional food has a significant effect on Conspicuous consumption
H6 : Attitude to functional food has a positive and significant effect on Repurchase Intention
H7 : Brand Perception has a significant effect on Repurchase Intention with Conspicuous consumption as mediation
H8 : Social Influence has a significant effect on Repurchase Intention with Conspicuous consumption as mediation
H9 : Attitude to Functional Food has a significant effect on Repurchase Intention with Conspicuous consumption as mediation

Figure 1.
Conceptual Framework



RESEARCH METHOD

This study uses an associative quantitative method to test the relationship between several variables. The aim is to analyze the effect of independent variables, namely Brand Perception (X1), Social Influence (X2), and Attitude towards Functional Food (X3), on Repurchase Interest (Y), with Conspicuous Consumption (Z) as a mediating variable.

Primary data was obtained through a questionnaire distributed to 100 Kopi Kelana Instagram followers who are repeat buyers, selected using purposive sampling method based on the calculation of the Slovin formula. Secondary data were collected from relevant journals and books. This questionnaire is closed-ended, using a Likert scale from "Strongly Disagree" to "Strongly Agree". Data analysis was conducted using the Smart-PLS application, including convergent validity test, discriminant validity, reliability test, R-square test, and hypothesis testing.

RESULTS AND DISCUSSION

Respondent Profile

Table 1
Descriptive Analysis of Respondents and Variables

Category	Variable	Frequency	Percentage
Gender	Male	75	59%
	Female	54	41%
	Total	122	100%
Age	17-25	76	59%
	26-32	34	26%
	33-40	12	9%
	41-47	2	2%
	>47	4	3%
	Total	122	100%

Source: Primary Data, 2025

In the data above, the respondents were dominated by men as many as 75 respondents with a percentage of 59% and female respondents as many as 54 respondents with a percentage of 41%. The data shows that the Instagram followers of Kopi Kelana who filled

out the questionnaires that were distributed were mostly filled out by men. This shows that men are more interested in following Kopi Kelana's Instagram to follow the account development and the latest information on Kopi Kelana products. The age range of respondents in this study was dominated by respondents aged 17-25 years, namely 76 respondents with a percentage of 59%, 34 respondents aged 26-32 years with a percentage of 27%, 12 respondents aged 33-40 years with a percentage of 9%, then 2 respondents aged 41-47 years with a percentage of 2%, and 4 respondents aged> 47 years with a percentage of 3%.

RESULTS

Outer Model

Validity Convergent

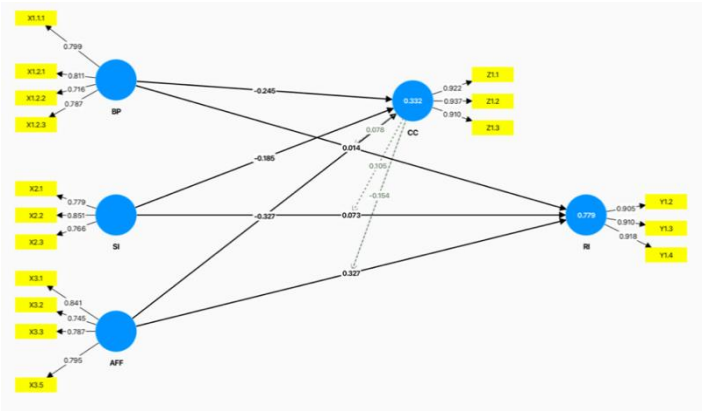
Table 2
Outer Loading Value

	BP	SI	AFF	CC	RI	CC x BP	CC x SI	CC x AFF
X1.1.1	0.748							
X1.1.2	0.622							
X1.2.1	0.777							
X1.2.2	0.713							
X1.2.3	0.772							
X1.3	0.371							
X2.1		0.780						
X2.2		0.848						
X2.3		0.772						
X3.1			0.835					
X3.2			0.744					
X3.3			0.788					
X3.4			0.389					
X3.5			0.789					
Z1.1				0.923				
Z1.2				0.937				
Z1.3				0.910				
Y1.1					0.295			
Y1.2					0.911			
Y1.3					0.905			
Y1.4					0.911			
CC x BP						1.000		
CC x SI							1.000	
CC x AFF								1.000

Based on the Outer Loading table above, it can be concluded that the Loading factor value> 0.70 can be said to be valid, then Non-product-related attributes (X1.1.2), Brand Attitude (X1.3), Cultural Influence (X3.4) and Transaction Intention (Y1.1) must be removed

from the model because they have a loading factor value of less than> 0.70 and are not significant to their respective constructs.

Figure 2.
Outer Model Evaluation



Validity
Discriminat

Table 3
Fornell-Larcker Criterion Result

	AFF	BP	RI	CC	SI
AFF	0.793				
BP	0.507	0.779			
CC	-0.511	-0.433	0.923		
RI	0.615	0.460	-0.837	0.911	
SI	0.323	0.125	-0.321	0.381	0.800

Source: Primary Data, 2025

Based on table 4.5 above, it can be seen that the composite reliability value shows that each of the variables, namely brand perception, social influence, attitude to functional food, conspicuous consumption and repurchase intention, has met the composite reliability value so that it can be concluded that all variables have a fairly good level of reliability.

Reliability Test
Cronbach'Alpha

Table 4
Cronbach's Alpha Result

Variables	Cronbach's Alpha	Description
Brand Perception (X1)	0.788	Reliable
Social Influence (X2)	0.744	Reliable
Attitude to Functional Food (X3)	0.803	Reliable
Conspicuous Consumption (Z)	0.913	Reliable
Repurchase Intention (Y)	0.898	Reliable

Source: Primary Data: 2025

It is known that the Cronbach's Alpha value shows that each of the variables has tested the Cronbach's Alpha value, which is> 0.70, so it can be concluded that all variables are reliable.

Reliability Test
Composite Reliability

Table 5
Composite Reliability Result

	Composite Reliability	Description
Brand Perception (X1)	0.811	Reliable
Social Influence (X2)	0.806	Reliable
Attitude to Functional Food (X3)	0.810	Reliable
Conspicuous Consumption (Z)	0.915	Reliable
Repurchase Intention (Y)	0.898	Reliable

Source: Primary Data, 2025

Based on Table 5 above, it can be seen that the composite reliability value shows that each of the variables has met the composite reliability value so that it can be concluded that all variables have a fairly good level of reliability.

Reliability Test
Average Variance Extracted (AVE)

Table 6
Average Variance Extracted (AVE)

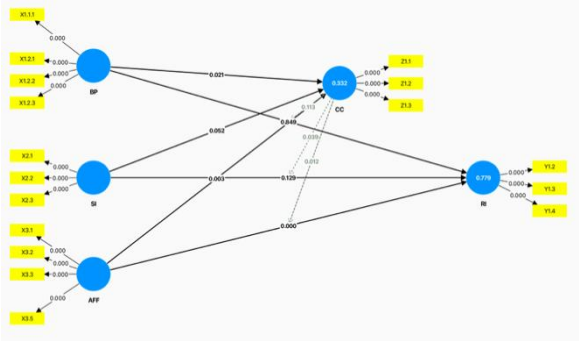
	Average Variance Extracted	Description
Brand Perception (X1)	0.607	Reliable
Social Influence (X2)	0.639	Reliable
Attitude to Functional Food (X3)	0.628	Reliable
Conspicuous Consumption (Z)	0.852	Reliable
Repurchase Intention (Y)	0.830	Reliable

Source: Primary Data, 2025

Based on the data in Table 6, it can be seen that the Average Variance Extracted (AVE) values for Brand Perception, Social Influence, Attitude Toward Functional Food, Conspicuous Consumption, and Repurchase Intention are all greater than 0.5. This indicates that each variable meets the reliability validity criteria, and it can be said that all variables are reliable.

Inner Model

Figure 3
Inner Model



Source: Primary Data, 2025

Coefficient Determination (R-Square)

Table 7. R-Square Overview

	R-square	R-square adjusted
Conspicuous Consumption (z)	0.332	0.315
Repurchase Intention (y)	0.779	0.766

Source: Primary Data, 2025

Table 7 shows that the Repurchase Intention variable can be directly influenced by the Brand perception, social influence, and Attitude to Functional Food variables with an R-square value of 0.779, and the Conspicuous Consumption variable can be directly influenced by the Brand perception, Social influence, and Attitude to Functional Food variables with an R-square value of 0.332. The R-square value shows that the Repurchase intention variable, which is influenced by Brand perception, social influence, and Attitude to Functional Food, is 77% while the rest is influenced by other factors, namely the Conspicuous Consumption Mediation variable of 33%.

Hypothesis Test

Path Coefficient

Table 8
Path Coefficient Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	
BP-> CC	-0.245	-0.262	0.106	2.303	0.021	Significant
BP -> RI	0.014	0.018	0.073	0.190	0.849	Not Significant
SI -> CC	-0.185	-0.191	0.095	1.947	0.052	Significant
SI -> RI	0.073	0.073	0.048	1.517	0.129	Not Significant
AFF -> CC	-0.327	-0.323	0.110	2.981	0.003	Significant
AFF -> RI	0.327	0.338	0.082	4.008	0.000	Significant

BP x CC -> RI	0.078	0.089	0.049	1.584	0.113	Not Significant
SI x CC -> RI	0.105	0.113	0.051	2.061	0.039	Significant
AFF x CC -> RI	-0.154	-0.159	0.061	2.521	0.012	Significant

Source: Primary Data, 2025

The path coefficient shows the level of significance and the relationship between variables with the following criteria:

a) If t-count> t-table (more than 1.96), then the hypothesis is accepted.

b) If t-count < t-table (less than 1.96), then the hypothesis is rejected.

Brand Perception Has a Significant Effect on Conspicuous Consumption

Based on the results of this study, the theoretical benefits that can be obtained are to strengthen the understanding of the relationship between Brand Perception and Conspicuous Consumption in a marketing context. The findings show that strong brand perception can increase the tendency of conspicuous consumption, which also supports the theory that brand perception and the attractiveness of a brand can influence consumer purchasing decisions, especially in product categories that have a certain symbolic value or prestige. However, this study also reveals that Conspicuous Consumption does not have a direct impact on Brand Perception in encouraging repurchase, which means other factors, such as product satisfaction and brand loyalty, may be more instrumental in shaping Repurchase Intention. This research is in line with Mann and Sahni's (2015) research entitled "Exploring the Drivers of Status Consumption for the Wedding Occasion" in the International Journal of Market Research. This journal examines the factors that influence consumption in the context of wedding events. This study explores the relationship between brand consciousness in the context of consumer perceptions of a brand (Brand Perception) with Conspicuous Consumption. The results show that consumers are driven to buy products to show off their possessions within their social circle.

Brand Perception Has No Significant Effect on Repurchase Intention

Based on the results of statistical analysis, it is concluded that Brand Perception has no significant effect on Repurchase Intention. This is indicated by a statistical value of 0.190, which is smaller than the t-table of 1.96 at 5% significance, thus the second hypothesis is not accepted. This shows that Brand perception does not have a significant impact on Repurchase Intention as the dependent variable (Y), This study found that brand perception does not directly affect repurchase intention, which indicates that other factors, such as price, customer experience, and others, may play a greater role in repurchase decisions or Repurchase Intention. In this study, it was found that Brand perception does not affect Repurchase intention. This is in line with research conducted by Gultom, S. G. C., Listyorini, S., & Wijayanto, A. (2024). With the title The Influence of Brand Image, Brand Awareness, and Perceived Quality on Repurchase Intention of Makarizo Products. Journal of Business Administration, which states that Brand Image has no significant effect on Repurchase Intention, but other factors, such as Brand awareness and Perceived quality, have a significant effect on Repurchase Intention.

Social Influence Has No Significant Effect on Conspicuous Consumption

Based on the results of statistical analysis, it is concluded that Social Influence has no significant effect on Conspicuous Consumption. This is indicated by a statistical value of

1.947, which is smaller than the t-table of 1.96 with a 5% significance, thus the third hypothesis is not accepted or not significant. This study found that Social Influence does not directly affect Conspicuous Consumption. This indicates that Conspicuous Consumption has not had a direct impact on Social Influence or social influence for consumers to make repeat purchases. One of the reasons may be that Kopi Kelana is considered a coffee that can be bought by all circles; in other words, Kopi Kelana has an affordable price and has no prestige value. This study is not in line with research conducted by Lee Kar Wai and Syuhaily Osman (2019), with the journal title "The Influence of Self-esteem in the Relationship of Social Media Usage and Conspicuous Consumption," which states that social influence has a significant role in encouraging Conspicuous Consumption or conspicuous consumption behavior.

Social Influence Has No Significant Effect on Repurchase Intention

Based on the results of statistical calculations, it is found that Social Influence does not have a significant effect on Repurchase intention. This is indicated by the t-statistic value of 1.517, which is smaller than the t-table of 1.96 at 5% significance so that the fourth hypothesis is not accepted or insignificant. This study found that Social Influence does not directly affect Repurchase intention, which indicates that other factors such as price, customer experience and others may play a greater role in repurchase decisions or Repurchase Intention. When consumers have a positive experience with a particular brand, consumers will tend to be interested in making repeat purchases and recommending it to others. This research is not in line with research conducted by Butcher, Sparks, and O'Callaghan (2020) in the Journal of Services Marketing Social Influence which states that Social Influence and customer social interaction have a significant effect on repurchase intention. This shows that Social Influence has a strong influence in directing consumers to make repeat purchases or Repurchase Intention.

Attitude To Functional Food Has a Significant Effect on Conspicuous Consumption

The statistical calculation results show that Attitude towards Functional Foods has a significant influence on Consumption of Conspicuous. The t-statistic value of 2.981 (greater than the t-table of 1.96 at 5% significance) confirmed the acceptance of the fifth hypothesis. This indicates that a strong attitude towards functional foods can increase the tendency of conspicuous consumption. Consumers tend to want to show their lifestyle to others, such as the habit of "coffeeing" with coffee that has energy benefits. By consuming coffee that is beneficial to the body, consumers want to display this lifestyle. This research is in line with Diahtantri and Noerfitri's study (2024) which discusses factors that influence Attitudes towards Functional Foods, including nutritional knowledge, social norms, and health trends. In the context of conspicuous consumption, individuals tend to choose certain types of food as a form of expression of social status or to follow developing trends. These preferences shape consumption patterns that are influenced by perceived self-image and social acceptance, resulting in consumption decisions that are based more on external factors than direct nutritional needs or health benefits.

Attitude To Functional Food Has a Significant Effect on Repurchase Intention

Based on the results of statistical calculations, it is found that Attitude to Functional Food has a significant effect on Repurchase Intention. This is indicated by the t-statistic value of 4.008, which is greater than the t-table of 1.96 at 5% significance so that the sixth hypothesis is accepted or has a significant effect. This shows that Attitude to Functional Food

has a significant impact on Repurchase intention as the dependent variable (Y). This shows that a strong attitude towards functional food can increase the tendency of consumers to make repeat purchases of Kopi Kelana. Consumers tend to buy kelana coffee because they want to get its benefits such as concoctions in coffee which contain milk, sugar and caffeine as a source of daily human energy and are also supported by kopi kelana products which have affordable prices and are easily available on the streets of Surabaya. This research is in line with the journal Rahman, I. N., Nathaniel, D. A., Alva, V., & Maulana, A. E. (2024), Functional Food is considered a symbol of status and a healthy lifestyle which encourages consumers to repurchase products that are considered useful such as coffee. In this study, it was found that Attitude to functional food has a significant influence on Repurchase Intention or consumer repurchase interest.

Conspicuous Consumption Has No Significant Effect in Mediating Brand Perception on Repurchase Intention

Statistical analysis shows that conspicuous consumption does not significantly mediate the relationship between brand perception and repurchase intention. With a t-statistic value of 1.584 (below the t-table of 1.96), this hypothesis is rejected. This means that, although positive brand perception may encourage conspicuous consumption, this show-off factor is not strong enough to increase repurchase intention. Consumers with good brand perception may not necessarily repurchase only because of the conspicuous consumption factor. There may be other factors that are more dominant, such as product quality, customer satisfaction, price, or consumption experience. This finding also indicates that for certain products such as Kopi Kelana, conspicuous consumption is not the main driver of loyalty. Consumers tend to prioritize the functional aspects and direct benefits of the product over branding as a social status symbol. This research is in line with Trigg's (2001) view that positive brand perceptions are often based on the quality or function of the product, not merely the status it exhibits. Oliver (1999) adds that repurchase intention is more influenced by satisfaction and previous experience, not show-off motivation. Similarly, Aaker and Keller (2003) highlight that brand loyalty and perceived quality have a stronger influence on repurchase intention than conspicuous consumption.

Conspicuous Consumption has a Significant Effect in Mediating Social Influence on Repurchase Intention

Statistical analysis shows that Conspicuous Consumption significantly mediates the relationship between Social Influence and Repurchase Intention with a t-statistic value of 2.061 (greater than t-table 1.96 at 5% significance). This means that consumers who are active on social media are more prone to impulse purchases. Social influence encourages individuals to buy trending mobile coffee, not only because of the quality of the taste, but also to follow social phenomena and gain recognition from their environment. The more people talk about a viral street coffee, the more likely those who have already tried it will buy it again. They want to remain part of the ongoing trend. In the context of a viral product like mobile coffee in Surabaya, conspicuous consumption plays an important role in connecting social influence with repurchase intention. Consumers will continue to buy this mobile coffee not only for the taste, but also to stay connected to the trend and their social community. This research is in line with the study of Rahman et al. (2024) which found that social influence has a significant positive effect on conspicuous consumption and repurchase intention. Another study by Sundie et al. (2011) also supports that consumers exposed to

social influence tend to engage in conspicuous consumption to enhance their self-image. Similarly, Han, Nunes, & Drèze (2010) found that social influence has a significant positive effect on conspicuous consumption and repurchase intention.

Conspicuous Consumption has a Significant Effect in Mediating Attitude to Functional Food on Repurchase Intention

The results of statistical analysis show that conspicuous consumption significantly mediates the relationship between attitude towards functional foods and repurchase intention. With a t-statistic value of 2.521 (greater than t-table 1.96 at 5% significance), this hypothesis is accepted. This finding indicates that positive attitudes towards functional foods not only have a direct impact on repurchase intention, but are also influenced by how consumers view the consumption of these products as part of their lifestyle and social status. Consumers who value the health benefits of products tend to consume them not only for personal needs, but also to demonstrate healthy lifestyle awareness in their social environment. This means that conspicuous consumption reinforces the influence of attitudes towards functional foods in driving repurchase intention. In a marketing context, these findings suggest that companies targeting functional food consumers need to consider aspects of lifestyle and social image in their marketing strategies. Highlighting health benefits alone may not be enough to encourage repeat purchases; however, associating them with healthy lifestyle trends and exclusivity may increase product appeal and customer loyalty in the long run. This research is supported by the theory of Pohjolainen et al. (2016), which states that positive attitudes towards functional foods become stronger when consumers see them as part of a healthy lifestyle.

CONCLUSION

This study investigates the relationship between brand perception, social influence, and attitude towards functional foods (independent variables) with repurchase intention (dependent variable), as well as the role of conspicuous consumption as a mediating variable. The results show that positive brand perception towards Kopi Kelana encourages conspicuous consumption as a form of lifestyle expression, but does not directly increase repurchase intention. That is, although consumers have a good brand perception, it is not strong enough to encourage repeat purchases. In contrast, social influence had no significant effect on either conspicuous consumption or repurchase intention, suggesting that social recommendations do not directly influence the purchase decision of Kopi Keliling Kelana. On the other hand, positive attitudes towards functional foods had a significant impact on both conspicuous consumption and repurchase intention; consumers who value the health benefits of the product are likely to purchase Kopi Kelana as part of a healthy lifestyle and are more likely to repurchase.

Nonetheless, the mediating role of conspicuous consumption varied. Conspicuous consumption is not significant in mediating brand perception on repurchase intention, signaling that this factor is not strong enough to directly influence repeat purchase decisions even though brand perception may trigger conspicuous consumption. However, conspicuous consumption is significant in mediating social influence on repurchase intention, which means that social influence can drive repeat purchases when associated with conspicuous consumption, such as when consumers are affected by trends or FOMO (Fear of Missing Out) because the product offers a commensurate experience and price. In addition,

conspicuous consumption also plays a significant mediating role between attitudes towards functional foods and repurchase intention, where positive attitudes towards functional foods can increase conspicuous consumption and ultimately drive repurchase intention, especially for consumers who are aware of the health benefits of Kopi Kelana. In summary, a positive attitude towards functional food is the main driver of repurchase intention for Kopi Kelana, reinforced by conspicuous consumption, while social influence effectively triggers repurchase intention only when mediated by conspicuous consumption.

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