

The Impact of Trust and Negative E-WOM on Repurchase Intention: The Mediating Role of Satisfaction on Clarification: Study of Misleading Green Marketing on Disposable Gallon

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Abstract

This study examines the influence of trust and negative e-WOM on repurchase intention, with satisfaction on clarification as a mediating variable. This issue rises from the misleading green marketing of Le Minerale disposable gallons. Therefore, this study identifies factors influencing repurchase intention for Le Minerale disposable gallons. Therefore, this study identifies factors influencing repurchase intention for Le Minerale disposable gallons. Data were collected through online Google Form questionnaire and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS v4.0 and bootstrapping for mediation. The sampling technique used was purposive sampling, with 200 respondents. The result of this research shows Trust has a positive and significant effect on Satisfaction on Clarification and Repurchase Intention. On the other hand, Negative E-WOM has a negative and not significant effect on Satisfaction on Clarification, but Negative E-WOM has a negative and significant effect on Repurchase Intention. Moreover, Satisfaction on Clarification is proven to mediate the influence between Trust and Repurchase Intention, but not significant in mediating the relationship between Negative E-WOM on Repurchase Intention. These findings confirm that trust, negative e-WOM, and satisfaction on clarification play a crucial role in increasing repurchase intention, especially after a brand engages in misleading green marketing.

Keywords: *Trust, Negative E-WOM, Satisfaction on Clarification, Repurchase Intention*

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INTRODUCTION

Recently, the number of disposable bottled water's users are increasing significantly. Mordor Intelligence reported that the Indonesian bottled water market stood at USD 3.92 billion in 2025 and the forecast is to reach USD 5.38 billion by 2030, advancing at a 6.53% CAGR (Ramadhan, 2026). In recent years, bottled drinking water (AMDK) brands have launched innovative disposable gallon water bottles. Indonesian Waste Management Association (APSI) reported as of 2021, disposable gallons are often recycled improperly, which adds to the burden of plastic waste in landfills for example located in Bantar Gebang, Bekasi (Sahatutua et al., 2024). The growing number of disposable bottled water waste, could lead to more plastic waste, which clearly against Indonesia's Ministry of Environment and Forestry (KLHK) to cut down waste by 30% by 2025 (Anam, 2024).

According to Waste4Change.com, Atha Rasyidi, an urban campaigner, believes that disposable gallon will only add to the waste and single-use plastic problems in Indonesia (Defitri, 2022). The launch of Le Minerale's disposable gallon also contradicts with the Indonesian Consumers Foundation (YLKI)'s decision to reduce plastic waste in food products, particularly single-use bottled drinking water (Antara News, 2020). An environmental activist, Atha Rasyadi, stated that claims of environmental friendliness by disposable gallon on the market are purely for profit, which can be categorized as greenwashing (Defitri, 2022). Sustainable Waste Indonesia (SWI) revealed that the level of plastic waste recycling in Indonesia is relatively low, only reaching 7%, while 50% of it, is unmanaged and ends up in final disposal sites (TPA). Many people know that even though single-use gallon jugs can be recycled, not many of those gallons actually get recycled (Sahatatus et al., 2024).

Le Minerale, is one of those brands who launched disposable gallons and using green marketing campaign to promote it (Tusyaidah, 2023). In the execution of green marketing, companies need to emphasize their products' effect toward the environment at every level started from creation, designing, distributed, till used by customer (Tu et al., 2024). Based on the Netray website (2020), Le Minerale gallon received around 1,700 twitter critics which reported that this product is not in line with their green marketing claim. The launch event accompanied by the petition titled "Reject Disposable Gallons" created as assuming disposable gallons' negative impact to the environment, linked to the creation of new plastic waste. As of March 2022, around 53,702 people had signed the petition (Tusyaidah, 2023). Concerned about the issue of ignoring recycle activities and environmental impact of plastic waste, Le Minerale finally do clarification and established recycling points in 2022 through the National Circular Economy Movement program. Since July 2022, this program has focused on increasing collection and recycling rates. For now, Le Minerale's approach to green marketing represented in the act of using easily recycled packaging such as PET plastic, set up recycling points, and cooperating with waste recycling institutions (Tusyaidah, 2023).

It's important for people to be mindful and not get tricked by dishonest eco-friendly advertisements from companies (Lopes et al., 2023). Companies should stop greenwashing and start to be open of their environmental promises (Lopes et al., 2023). When consumers feel betrayed by unfulfilled environmental commitments, they will tend to turn to other options. Therefore, it is crucial for Le Minerale to improve transparency, strengthen its commitment to sustainability, and demonstrate tangible evidence of its ongoing recycling process to restore trust and encourage repeat purchases. Misleading green marketing not only damages trust but also amplifies the impact of negative e-WOM, which can further erode the brand's image and drive consumers away.

In this context, trust, negative electronic word-of-mouth (e-WOM), and satisfaction on clarification play significant role to convincing consumer repurchase intention. Trust is one of the most powerful and influential factors, and it can be preserved through continuous repurchase intention (Al Falah et al., 2024). This study focuses on discussing consumer trust in Le Minerale's clarification efforts regarding the green marketing issue that had been promised but not implemented. Trust is mainly rooted from customer awareness and information (Dangi et al., 2020). Consumer trust toward company's corrective actions critical since it is impossible to verify their validity after consumption (Prakash et al., 2023).

In addition, negative e-WOM can also influence consumer repurchase intentions since consumer are disappointed with the misleading green marketing of Le Minerale disposable

gallon. Negative e-WOM includes criticisms, complaints, and unfavorable online reviews (Arissaputra et al., 2024).

Satisfaction on clarification reflects how consumer response, satisfied or not satisfied toward correction or improvement action by company after some negative incident happened (Soelasih & Sumani, 2021). Satisfaction on clarification increased trust which drives repurchase intention, prevent future conflicts, and maintain relationship with customers (Kurniati, 2019). When a business clearly explains a problem and offers a reasonable solution, it shows professionalism, accountability, and respect for the customer's concerns, it very help company to improve the reputation (Yi & La, 2004a). The dependent variable in this study is repurchase intention. This variable used to examine whether consumers who have been deceived by the misleading green marketing of Le Minerale disposable gallons would still repurchase. Repurchase Intention is very critical that it reflects the tendency of customer's likelihood to revisit a brand for future purchases (Hermansyah, 2024).

As a vital of customer behavior which valued lots by companies, repurchase intention could shows if customers are loyal (Simbolon & Law, 2022). Repurchase intention play a big role in the success of company (Puteri Woro Subagio & Hadiwidjojo, 2018). Numerous previous authors have argued repurchase intention as one of several crucial variables, reckoning to guarantee the stability, survival, and success of any company, any industry operated in the world (Wilson et al., 2021). The Stimulus-Organism-Response Theory, proposed by Mehrabian & Russell (1974), states that external psychological mechanisms (stimulus) and internal (organism) will influence consumer decision-making (response). Psychological mechanisms such as negative e-WOM (stimulus) influence repurchase intentions from the external side. Meanwhile, trust and satisfaction on clarification are the role of factors (organism) that influence repurchase intentions (response) from the internal side.

Green marketing has generally become a trending marketing strategy that emphasizes environmental sustainability. However, literature related to misleading green marketing remains limited, particularly in the context of its impact on trust, negative e-WOM, satisfaction on clarification, and consumer repurchase intentions. Furthermore, most previous research has focused on the impact of green marketing in general, rather than on the impact of or misleading green claims. Therefore, this study aims to fill this gap by specifically examining how misleading green marketing on disposable gallon products affects trust, negative e-WOM, satisfaction on clarification, and repurchase intentions.

METHODOLOGY

The research method used is quantitative. The study is conducted to find out how different factors relate to each other, especially to investigate several factors that influencing repurchase of Le Minerale disposable gallon after their misleading green marketing. This study used survey method categorized as causal associative. The aim was to measure the influence of trust and negative e-WOM on repurchase intention through the mediating variable of customer satisfaction. The research instrument was a questionnaire distributed online via Google Form, using a Likert scale of 1-5: strongly agree (5), agree (4), indecisive (3), disagree (2), and strongly disagree (1). The population of this study is individuals who had purchased Le Minerale disposable gallons. The samples in this study are 200 respondents, which found by using a purposive sampling technique. The sample criteria included: (1) Indonesian citizens, (2) Minimum 17 years old, (3) Know Le Minerale clarification regarding recycling

issue, (4) Hadn't yet repurchased Le Minerale disposable gallons after clarification issued. The population of this study is individuals who already purchased Le Minerale disposable gallons. The minimum sample size is determined by multiplying the number of variable indicators by 10 times with a total of 12 research indicators so that the minimum number of respondents are 120 respondents, therefore in this study the sample target will be set at 200 respondents (Hair et al., 2017).

Structural Equation Modeling-Partial Least Squares (SEM-PLS) is a multivariate analysis method for analyzing linear correlations or causal relationships between observed variables (indicators) and variables that cannot be directly measured (latent) in complex models. The analysis is conducted by testing the correlation between variables (convergent validity) through several indicators such as factor loading, average variance extracted (AVE), cronbach's alpha, and composite reliability. Convergent validity is fulfilled if the Average Variance Extracted (AVE) value is >0.5 and the outer loading value is above 0.70, indicating good reliability and validity for the items. Next, discriminant validity was tested using cross-loading criteria, and reliability was measured using composite reliability. A value range of 0.60 to 0.70 is considered appropriate for exploratory research. A value of 0.70 to 0.90 indicates valid and strong reliability, while a value above 0.95 potentially indicates similar or repetitive indicators (redundancy), which could decrease the construct validity. Furthermore, Cronbach's alpha was used as an additional indicator to ensure instrument reliability. An R-squared evaluation was conducted to explain and measure the level of influence of the independent variables on the dependent variable. An R2 value of 0.25 falls into the weak category, 0.50 moderate, and 0.75 strong (substantial). Finally, hypothesis testing was conducted using the acceptance criteria of a t-statistic value > 1.65 and a p-value < 0.05.

Trust variable is measured using 3 indicators such as integrity, benevolence, and competence (Gefen et al., 2003). Negative E-WOM is measured using three indicators: intensity, valence of opinion, and content (Ramdani et al., 2024). Satisfaction on Clarification is measured using 3 indicators such as consumer expectations met, feeling happy, and like the clarification (Anjani & Rizal Rivai, 2025). Repurchase intention is measured using four indicators: transactional intention, referential intention, and preference intention (K. A. M. A. Putri & Yasa, 2022).

RESULT AND DISCUSSION

This research involved 200 respondents based on the following demographic characteristics:

Tabel 1. Respondent Characteristic

Category	Item	f	Category	Item	f
Gender	Male	90		SMP/ sederajat	1

	Female	110	Highest Level of Education	SMA/SMK/ sederajat	69	
Total		200		Diploma (D1/D2/D3/D4)	28	
Domicile	Kalimantan	126	From which platform did you find online reviews about Le Minerale	Sarjana (S1)	93	
	Sulawesi	19		Pascasarjana (S2/S3)	9	
	Jawa	18		Total		200
	Sumatera	30		Instagram	105	
	Papua	7		Tiktok	61	
Total		200	Facebook	28		
Age	17-25	157	Total	Others	6	
	26-35	37		200		
	36-45	5				
	46-55	1				
	>55	0				
Total		200				

Source: Processed by Researchers (2026)

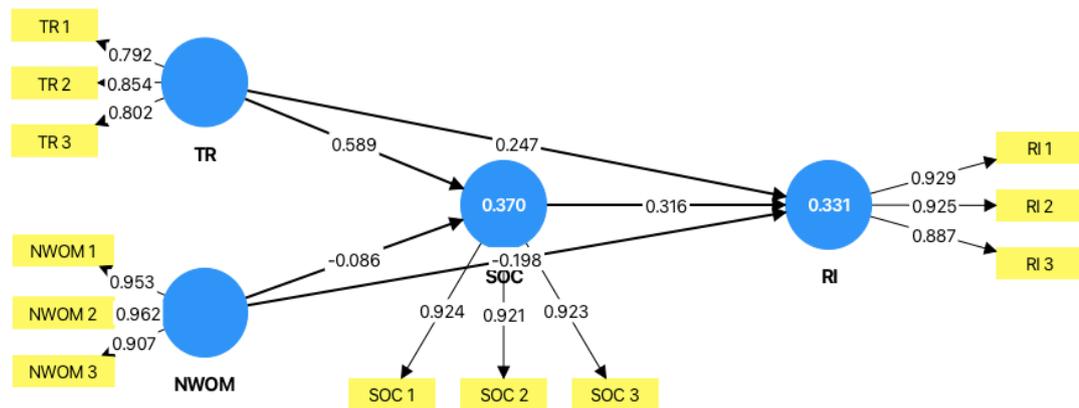


Figure 2. Algoritihm Result

Source: Processed by Researchers (2025)

Convergent Validity

Convergent validity is the measurement which demonstrates substantial correlations with other measures intended to assess the same construct or conceptually similar constructs (Hair et al., 2021). Convergent validity testing is based on loading factor and average variance extracted (AVE) as follows:

Table 2. Value of Standardized Loading Factor and Average Variance Extracted (AVE) in Overall Model Fit

Variable	Items	Loading Factor	AVE	Mean
Trust	Le Minerale’s clarification efforts show that the company has integrity to prioritizes truthfulness.	0.792	0.666	4.17
	I feel that Le Minerale cares to its customers when providing explanations.	0.854		
	I believe Le Minerale is capable in handling customer concerns effectively.	0.802		
Negative E-WOM	I found a lot of negative comments regarding Le Minerale's clarification.	0.953	0.885	2.74
	The negative messages about Le Minerale's clarification are more dominant than the positive impressions.	0.962		
	The negative information I received about Le Minerale's clarification was always accompanied by evidence from other people.	0.907		
Satisfaction on Clarification	I am happy with the clarification made by Le Minerale	0.924	0.851	4.24
	Le Minerale clarification meet my expectations	0.921		
	I like the clarification actions made by Le Minerale.	0.923		
Repurchase Intention	I am interested in continuing to purchase Le Minerale products.	0.929	0.836	4.18
	I am interested in recommend Le Minerale products to others.	0.925		
	I will choose Le Minerale as my first choice when purchasing mineral water.	0.887		

Source: SEM-PLS 4.0 (2025)

Based on Table 2, all values in the model fit indicate that each indicator has a model construct that meets the criteria for validity and reliability. The loading factor values for all research indicators exceed 0.70 (0.792–0.962). In addition, the Average

Variance Extracted (AVE) values are greater than 0.50 (0.666–0.885), suggesting that the constructs are able to explain more than 50% of the variance of their indicators. These findings demonstrate that all indicators represent the construct that is to be measured and the construct is able to explain most of the variance of its own indicator.

Discriminant Validity

Discriminant validity is the extent to which a measurement instrument is not significantly weakened by other instruments measuring different constructs (Hair et al., 2021). In other words, discriminant validity indicates that an instrument truly measures the intended concept and differs from other, theoretically irrelevant, concepts.

Table 3. Discriminant Validity – Cross Loadings

	TR	NWOM	SOC	RI
TR1	0.792	-0.100	0.497	0.375
TR2	0.854	-0.111	0.491	0.312
TR3	0.802	-0.161	0.484	0.447
NWOM1	-0.165	0.953	-0.199	-0.313
NWOM2	-0.159	0.962	-0.175	-0.271
NWOM3	-0.097	0.907	-0.107	-0.223
SOC1	0.594	-0.146	0.924	0.465
SOC2	0.552	-0.159	0.921	0.434
SOC3	0.519	-0.185	0.923	0.482
RI1	0.424	-0.294	0.471	0.929
RI2	0.426	-0.292	0.435	0.925
RI3	0.432	-0.211	0.463	0.887

Source: SEM-PLS 4.0 (2025)

Based on Table 3, all indicators in the research model show the highest loading values on the constructs they are intended to measure, and therefore can be considered valid and appropriate within the measurement model. Trust indicators (TR1-TR3) have values ranging from 0.792 to 0.854, Negative E-WOM (NWOM1-NWOM3) ranging from 0.907 to 0.962, Satisfaction on Clarification (SOC1-SOC3) ranging from 0.921 to 0.924, and Repurchase Intention (RI1-RI3) ranging from 0.887 to 0.929. These

results indicate that each indicator consistently represents its respective construct, and thus the research model has met the criteria for discriminant validity.

Table 4. Discriminant Validity – *Fornell Larcker*

	NWOM	RI	SOC	TR
Negative E-WOM	0.941			
Repurchase Intention	-0.291	0.914		
Satisfaction on Clarification	-0.176	0.499	0.922	
Trust	-0.154	0.467	0.602	0.816

Source: SEM-PLS 4.0 (2025)

Based on Table 4, the results of the Fornell–Larcker test indicate that all tested matrices meet the required criteria and considered appropriate and suitable for measuring the overall research model. The square root values of the Average Variance Extracted (AVE) show that the value of each construct is higher and more dominant in explaining its own variance compared to its correlations with other constructs in the model. With values of Negative E-WOM (0.941), Repurchase Intention (0.914), Satisfaction on Clarification (0.922), and Trust (0.816), these results indicate that each construct represents a distinct concept and has met the criteria, achieving adequate discriminant validity.

Reliability Test

Reliability as a test which measure the extent of a measurement result using the same object, will generate the same result (Hair et al., 2021). In other words, reliability measurement is the test conducted to find out the consistency and stability of a data or finding.

Table 5. Reliability Test

Variable	Cronbach’s Alpha	Composite Reliability (CR)	Explanation
Trust	0.749	0.857	Reliable
Negative E-WOM	0.936	0.959	Reliable
Satisfaction on Clarification	0.912	0.945	Reliable
Repurchase Intention	0.902	0.938	Reliable

Source: SEM-PLS 4.0 (2025)

Based on Table 5, all values in the model fit indicate that each indicator has a model construct that meets the criteria for reliability. Cronbach’s alpha values for all research variables are above 0.70 (0.749–0.936), indicating that each variable is reliable. On the other hand, the Composite Reliability (CR) values range from 0.857–0.959. The composite reliability which value exceeds 0.90, it’s indicating a very high level of internal consistency among the measurement items. This suggests that the indicators reliably measure the latent construct and may resulted to a potential redundancy among measurement items.

Structural Model (Inner Model)

R Square

Table 6. R-Square

	R-square	R-square adjusted
Satisfaction on Clarification	0.370	0.364
Repurchase Intention	0.331	0.320

Source: SEM-PLS 4.0 (2025)

Based on Table 6 of the structural model, the R-square value indicates the model’s ability to explain the variability of the dependent variables based on the independent variables. The R-square value for Satisfaction on Clarification is 0.370, indicating that 37% of the variation in Satisfaction on Clarification can be explained by the predictor (independent) variables in the model, with an adjusted R-square value of 0.364, which reflects the model’s stability after adjusting for the number of predictors. Meanwhile, the R-square value for Repurchase Intention is 0.331, indicating that 33.1% of the variation in repurchase intention can be explained by the independent variables influencing it, with an adjusted R-square value of 0.320, suggesting that the model has strong and consistent predictive capability after adjustment. Overall, the results indicate that the model is stronger in predicting satisfaction on clarification than repurchase intention.

The results of testing the hypothesis regarding the influence of the relationship between variables in the research model are as follows:

Table 7. Hypotheses Testing

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result

H1	Trust -> Satisfaction on Clarification	0.589	0.589	0.057	10.352	0.000	Accepted
H2	Negative E-WOM -> Satisfaction on Clarification	-0.086	-0.086	0.061	1.418	0.156	Rejected
H3	Satisfaction on Clarification -> Repurchase Intention	0.316	0.313	0.089	3.553	0.000	Accepted
H4	Trust -> Repurchase Intention	0.247	0.246	0.075	3.281	0.001	Accepted
H5	Negative E-WOM -> Repurchase Intention	-0.198	-0.199	0.062	3.173	0.002	Accepted
H6	Trust -> Satisfaction on Clarification -> Repurchase Intention	0.186	0.185	0.058	3.221	0.001	Accepted
H7	Negative E-WOM -> Satisfaction on Clarification -> Repurchase Intention	-0.027	-0.028	0.022	1.217	0.224	Rejected

Source: SEM-PLS 4.0 (2025)

The path analysis results showed that Trust had a significant positive effect on Satisfaction on Clarification ($\beta = 0.589$ $p = 0.000$), Negative E-WOM had a significant negative effect on Satisfaction on Clarification ($\beta = -0.086$ $p = 0.156$), and Satisfaction on Clarification had a significant positive effect on Repurchase Intention ($\beta = 0.316$ $p = 0.000$). Furthermore, Trust had a significant positive effect on Repurchase Intention ($\beta = 0.247$ $p = 0.001$), and Negative E-WOM had a significant negative effect on

Repurchase Intention ($\beta = -0.198$ $p = 0.002$). Furthermore, the mediation pathway showed significant results, with Trust mediated by Satisfaction on Clarification on Repurchase Intention ($\beta = 0.186$ $p = 0.001$), and Negative E-WOM mediated by Satisfaction on Clarification on Repurchase Intention ($\beta = -0.027$ $p = 0.224$). Thus, the results of this study indicate that Trust has positive influence on Satisfaction on Clarification and Repurchase Intention. Meanwhile, Negative E-WOM has negative influence on Satisfaction on Clarification and Negative E-WOM has positive influence on Repurchase Intention. Satisfaction on Clarification also has positive influence on Repurchase Intention. On the other hand, Satisfaction on Clarification plays a significant role as a mediator in explaining the indirect influence of Trust and Negative E-WOM on Repurchase Intention.

The findings of this study are based on the *Stimulus–Organism–Response (SOR) Theory* proposed by Mehrabian and Russell (1974), which explains how external stimulus influence internal psychological states and lead to behavioral responses. In this research, negative E-WOM and misleading green marketing related to disposable gallon products act as stimulus that affect consumers' internal evaluations, such as trust and satisfaction on clarification. These internal states represent the organism, through which consumers process negative information and perceived deception. As a result, changes in trust and satisfaction influence the response, which is consumers' repurchase intention.

Trust has a crucial role impact on Satisfaction on Clarification. The analysis shows that the higher the level of consumer trust in the clarification conveyed by Le Minerale regarding the issue of single-use gallon recycling, the higher the level of consumer satisfaction with the clarification actions taken by the company. The clarity of information, the credibility of the source, and the consistency of the clarification messages delivered by Le Minerale are able to build public trust, which in turn increases consumer satisfaction with the company's response in addressing the issue. These findings are consistent with the results of a study by (Susanto & Pandjaitan, 2024) which states that the higher the level of trust, the greater its influence on an individual's satisfaction with clarification. Second, the findings indicate that exposure to negative e-WOM related to Le Minerale's disposable gallon recycling issue does not has important role to reduce satisfaction with the clarification provided by the company. This result suggests that although negative opinions and criticisms circulate in online platforms, they do not necessarily decrease consumers' satisfaction regarding Le Minerale's clarification efforts. Approximately 65% of the respondents in this study have attained higher education levels, ranging from Diploma to Doctoral degrees. This educational profile indicates a relatively high level of cognitive ability, critical thinking, and information literacy among respondents. Highly educated consumers tend to evaluate negative information more critically rather than accepting without knowing the fact. Instead of allowing Negative E-WOM to directly reduce their satisfaction, they are more likely to assess the clarity, accuracy, and credibility of the clarification provided by the company. In addition, the presence of trust in the company and the quality of the clarification message may act as mitigating factors that reduce the impact of negative e-WOM. This finding aligns with research by (Rahmah, 2025) and (Cahyaning Pangastuti et al., 2023), which states that negative electronic word of mouth doesn't have significant effect on satisfacti on clarification.

Next, this research demonstrate that satisfaction on clarification become a key role to influence repurchase intention, particularly in the context of Le Minerale disposable gallon green marketing clarification. This finding highlights the important role of clear and satisfactory communication in shaping consumers' intentions to repurchase again. This result aligns with the statements of (Hui et al., 2025) and (Haeruddin, 2025), who emphasize that satisfaction on clarification positively affects repurchase intention by enhancing consumer trust and confidence in the product and its environmental impact. Then, trust serve as an important key role to affect repurchase intention. In the context of Le Minerale, when the company clearly demonstrates its commitment and concrete actions in addressing the disposable gallon recycling issue, consumers perceive the company as trustworthy. This trust encourages consumers to feel comfortable and confident in repurchasing Le Minerale products, thereby significantly increasing their repurchase intention. This study aligns with prior research conducted by (V. P. Putri, 2018) and (I. Purnamasari & Suryandari, 2023). Furthermore, negative E-WOM (e-WOM) has a vital role to impact repurchase intention. In the context of Le Minerale, negative online discussions regarding the company's actions toward disposable gallon recycling can reduce consumer trust and discourage repurchasing behavior. The findings of this study are consistent with those of earlier studies, specifically (Sani Santika et al., 2024) and (Putu et al., 2026), which state negative electronic word-of-mouth (e-WOM) negative significantly affects repurchase intention.

Moreover, trust positively make a major impact to influences repurchase intention with the mediation role of satisfaction on clarification. In the context of Le Minerale's clarification regarding its disposable gallon recycling issue, higher consumer trust enhances satisfaction with the company's transparency, explanations, and corrective actions. This satisfaction serves as a key mediating mechanism that strengthens consumers' confidence and reassurance, ultimately leading to a higher intention to repurchase Le Minerale products. Effective clarification not only reinforces trust but also transforms it into favorable post-purchase behavior, demonstrating a significant indirect effect on repurchase intention. This finding is in line with (Kim et al., 2008) research which states that trust has a significant influence on repurchase intention with satisfaction as an intermediary variable. Lastly, according to the analysis, *satisfaction on clarification* does not play an important mediating role in the relationship between *negative e-WOM* and *repurchase intention* in the context of Le Minerale's clarification efforts regarding disposable gallon recycling actions. Satisfaction on clarification not strong enough to neutralize the negative impact of online information on repurchase intention. This indicates that negative e-WOM continues to directly shape consumers' perceptions and attitudes toward the brand and does not effectively restore trust or encourage repurchase intention. The findings of this study are consistent with those of earlier studies, specifically (Sani Santika et al., 2024) and (Putu et al., 2026), which state negative electronic word-of-mouth (e-WOM) negative significantly affects repurchase intention. This research is align with previous research, such as (Damayanti et al., 2025), which stated that negative E-WOM does not have a significant effect on repurchase intentions.

CONCLUSION

Based on the results of the study involving consumers who had purchased Le Minerale gallons prior to the clarification action and consumers who were aware of Le

Minerale's clarification action regarding the issue of single-use gallon recycling, most of the research hypotheses were accepted, with 2 (two) hypotheses rejected. The findings indicate that Trust influences the formation of Satisfaction on Clarification, which subsequently determines a consumer's Repurchase Intention. Trust, Negative E-WOM, and Satisfaction on Clarification have a significant effect on consumers' intention to repurchase a product (Repurchase Intention). Meanwhile, Negative E-WOM does not have a significant effect on Satisfaction on Clarification. In addition, Satisfaction on Clarification functions as a mediating variable that bridges the influence of Trust on Repurchase Intention. On the other hand, this study finds that Satisfaction on Clarification does not have a significant effect as a mediating variable in bridging the influence of Negative E-WOM on Repurchase Intention. These findings emphasize that consumers' intention to repurchase a product is not only influenced by trust, but also by satisfaction with the clarification carried out by the company, which must contain integrity and clarity in its content.

According to Le Minerale single-use gallon, Negative E-WOM reduces repurchase intention, whereas Trust and Satisfaction on Clarification increase repurchase intention. The clarification action carried out by Le Minerale related to the issue of single-use gallon recycling becomes an important factor in shaping consumers' perceptions of the company's environmental responsibility. Clarifications delivered in a transparent and informative manner are able to reduce consumer doubts regarding their intention to repurchase Le Minerale gallons. Thus, clarity of messaging in the clarification action plays a role in maintaining trust and encouraging the sustainability of consumers' repurchase intention.

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