



## The Role of Brand Image Mediates the Effect of Product Quality on Repurchase Intention

Ni Putu Atik Ekayani<sup>1\*</sup>, Tjokorda Gde Raka Sukawati<sup>2</sup>, Ni Nyoman Kerti Yasa<sup>3</sup>

Udayana University

Corresponding Author: Ni Putu Atik Ekayani [atikekayani@gmail.com](mailto:atikekayani@gmail.com)

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### ABSTRACT

Repurchase deliberate may be a consumer's purposeful to purchase a item based on encounter from acquiring and utilizing the past item. A few variables that can cultivate repurchase eagerly are brand picture and item quality. This ponder pointed to clarify the part of brand picture in interceding the impact of item quality on repurchase eagerly among customers of Kulo Coffee Shop. This investigate was conducted in Denpasar City; the number of tests in this consider was 120 respondents utilizing the purposive inspecting strategy. Information collection was carried out by conveying surveys offline and online. The information investigation strategies utilized are way examination, Sobel test and VAF test. Based on the comes about of the examination, this ponder appears that item quality features a positive and significant impact on repurchase purposeful, item quality incorporates a positive and noteworthy impact on brand picture, brand picture includes a positive and critical impact on repurchase deliberate, brand picture emphatically and altogether intercedes the impact of item quality on repurchase purposeful

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## INTRODUCTION

Nowadays, coffee drinking has become a lifestyle. The increasing habit of drinking coffee has made drinking coffee a part of people's lifestyles. The increment in coffee utilization impacts the advancement of the coffee industry in Indonesia. Based on information from the Universal Coffee Organization (ICO), in 2020/2021, coffee utilization in Indonesia come to 5 million sacks with a estimate of 60 kilograms. This number increased compared to the previous period of 4.8 million bags. This increase in coffee consumption shows that coffee is one of the most popular drinks for Indonesians.

Recently, many coffee shops have sprung up in Indonesia. Coffee shops have expanded their functions, ranging from hangout to gathering and discussion places. Together with the times, coffee preparing has experienced quick advancement, such as the composition of coffee and variations in flavors that have changed, which has impelled makers to make unused and interesting things within the coffee refreshment commerce (Putri & Yasa, 2022). One of the original Indonesian coffee shop brands is Kopi Kulo, the first journey of the Kulo Group at the end of 2017. Kedai Kopi Kulo has many outlets spread throughout Indonesia, one of which is in Denpasar City.

Table 1. Top Brand Index of Coffee Shop Category 2020-2023

Merek	Indek TBI (%)			
	2020	2021	2022	2023
Kopi Kenangan	39.90	36.70	-	39.70
Kopi Janji Jiwa	29.80	39.50	38.30	39.50
Fore Coffe	5.10	6.40	6.50	7.50
Kopi Kulo	13.60	12.40	10.20	6.30

Source: Top Brand Award (2023)

Table 1 shows the position of coffee shop brands based on the Top Brand Index (TBI) in 2020-2023. Each local coffee shop brand, including Kopi Kenangan, Kopi Janji Jiwa, and Fore Coffee, shows an increasing TBI every year. In any case, Kopi Kulo includes a TBI that has declined continuously over the past three a long time. One thing that can trigger this decay is the debilitating of Kopi Kulo's brand picture within the minds of customers.

To decide the level of customer repurchase purposeful for Kulo Coffee items, a pre-survey was conducted on 30 respondents. The pre-survey results showed that all respondents had purchased Kulo Coffee products. Nineteen respondents intend to make repeat purchases of Kulo Coffee products, while 11 answered that they did not intend to. Seventeen respondents intended to repurchase Kulo Coffee products because the products' quality was as expected. In comparison, 13 respondents answered that they intended to avoid repurchasing Kulo Coffee products related to their quality. Sixteen respondents answered that they intended to repurchase because they considered the Kulo Coffee brand to have a positive image. In comparison, 14 respondents answered that they did not understand this matter. The pre-survey comes about appear

that buyer repurchase eagerly on Kulo Coffee items, which are impacted by item quality and brand picture, can be more ideal.

Repurchase purposeful is portion of shopper conduct based on an appraisal of the execution of the item or benefit advertised by the company to cultivate intrigued in expending it once more within the future (Santika & Mandala, 2019). According to Widjajanta et al. 2020, repurchase intention is consumer behaviour in planning to make purchasing decisions based on evaluating a product or service that has been used before. The quality of a product can influence repurchase intention. Product quality that can meet consumer tastes is vital in shaping repurchase intentions. According to Ekaprana et al. 2020, one of the ways that can be done to encourage consumer buying intentions is to improve product quality.

Item quality could be a product's characteristic that contributes to the capacity to satisfy particular requests. Items made by companies are advertised to the advertise to urge consideration, mastery, utilize or utilization by looking at the wants or wants of customers (Razak et al., 2016). Item quality is one of the instruments utilized by marketers to decide the situating of their items within the advertise. A product can be of quality if it can satisfy consumers who use it, such as durability, comfort, attractive designs or models, and added value (Darmawan & Pramudana, 2022). Inquire about by (Sanjaya and Ardani, 2018) appears that item quality emphatically and essentially influences repurchase eagerly. Investigate too appeared comparable comes about (Ekaprana et al., 2020). In the interim, investigate by (Girsang et al., 2020) appears distinctive comes about, to be specific, item quality contains a negative and immaterial impact on repurchase eagerly. Inquire about by Palma and Andjarwati (2016) appears that item quality does not essentially influence repurchase eagerly.

There are inquire about comes about that are not adjusted with the impact of item quality on repurchase eagerly, so intervening factors are required. In past ponders, a few factors were utilized as go betweens of the impact of item quality on repurchase eagerly, specifically believe, E-WOM, client fulfillment, and brand picture. In this think about, brand picture is utilized as a interceding variable. Brand image is a picture or impression that a product creates in the minds of consumers. Strong brands can provide various benefits, such as good quality perceptions, higher brand loyalty, increased margins, and additional opportunities for brand expansion (Dewi & Indiani, 2022). Brand picture is utilized as a intervening variable since tall item quality will make a great and reliable brand notoriety within the minds of shoppers. A quality item brand picture will empower buyers to repurchase. Inquire about by (Sanjaya & Ardani, 2018) appears that brand picture intercedes item quality's impact on repurchase eagerly.

## **LITERATURE REVIEW**

Investigate by Santika and Mandala (2019) appears that item quality emphatically and essentially influences repurchase eagerly. Typically in line with inquire about by Sanjaya and Ardani (2018), which appears that item quality encompasses a positive and critical impact on repurchase eagerly. Investigate moreover appears comparable comes about (Dewi & Seminari, 2023), which appear that item quality altogether and emphatically impacts repurchase eagerly.

**H<sub>1</sub>:** Product quality has a positive and significant effect on repurchase intention

Inquire about conducted by (Sanjaya and Ardani, 2018) appears that item quality altogether emphatically influences brand picture. This implies that the superior the quality of the items possessed by the company, the way better the product's brand picture. Comparative comes about were moreover found in investigate by Suartama and Setiawan (2019), Santika and Mandala (2019), M. N. A. Putri & Sukaatmadja, (2018) that item quality features a positive and noteworthy impact on brand picture.

**H<sub>2</sub>:** Product quality has a positive and significant effect on repurchase intention

Investigate by Dewi and Seminari (2023) appears that brand picture emphatically and essentially influences repurchase purposeful. The same comes about are appeared by investigate by Restuputra and Rahanatha (2020), which appears that brand picture features a positive and critical impact on repurchase purposeful. This implies that the way better the brand picture, the more consumers' repurchase deliberate will increment on a item. Investigate by (Huang et al., 2019) moreover appears that brand picture emphatically and essentially impacts repurchase purposeful. Investigate by Fandyanto and Kurniawan (2019) too appears that brand picture emphatically and altogether impacts repurchase deliberate.

**H<sub>3</sub>:** Brand image has a positive and significant effect on repurchase intention

Inquire about by Ketut (2018) appears that brand picture as a intervening variable altogether impacts item quality on fractional repurchase eagerly. Brand picture can mostly intervene the impact of item quality on repurchase eagerly. This implies that brand picture fortifies the impact of item quality on repurchase eagerly. Inquire about by Widiartha and Suparna (2021) appears comparable comes about, specifically that brand picture plays a positive and noteworthy part in interceding the impact of item quality on repurchase eagerly. Great item quality will make a positive brand picture within the minds of buyers, where a positive brand picture will lead to repurchase eagerly for a item or benefit. The comes about of inquire about by Dana and Pramudana (2021) show that brand picture incorporates a positive part in intervening the impact of item quality on repurchase purposeful.

**H<sub>4</sub>:** Brand image positively and significantly mediates the effect of product quality on repurchase intentions.

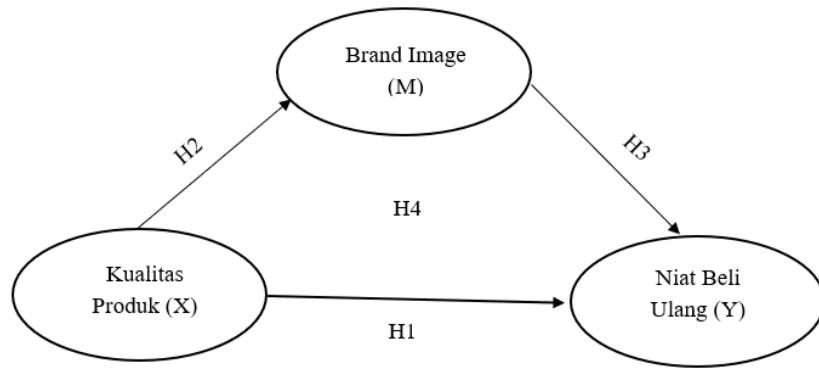


Figure 1. Conceptual Framework

## METHODOLOGY

This investigate is acquainted inquire about employing a quantitative approach. This investigate was conducted in Denpasar City. This consider points to clarify the part of brand picture in interceding the impact of item quality on repurchase eagerly in buyers of Kulo Coffee Shop. The protest of this investigate is item quality (X), repurchase deliberate (Y), and brand picture (M). The populace in this consider is boundless, or the number of populace individuals is questionable. The test decided in this ponder measured to 120 respondents with the testing strategy, specifically the purposive examining strategy. The examination procedures utilized are way examination, classical suspicion test, Sobel test and VAF test.

**RESULT**

Table 2. Characteristics of Respondents

No.	Variable	Classification	Total	
			Person	Percentage(%)
1.	Gender	Male	48	40
		Female	72	60
		<b>Total</b>	<b>120</b>	<b>100</b>
2.	Age	17-22 years	92	76.7
		23-28 years	23	19.2
		29-34 years	4	3.3
		35-40 years	0	0
		>40 years	1	0.8
		<b>Total</b>	<b>120</b>	<b>100</b>
3.	Latest Education	SMA/SMK Equivalent	91	75.8
		Diploma	5	4.2
		Bachelor	24	20
		Postgraduate	0	0
		<b>Total</b>	<b>120</b>	<b>100</b>
	4.	Job	Student	80
		Private Employee	33	27.5
		Self-employed	1	0.8
		Other	6	5
		<b>Total</b>	<b>120</b>	<b>100</b>
5.	Income	< Rp 1.000.000	52	43.3
		Rp 1.000.000 – 3.000.000	42	35
		> Rp 3.000.000 – 5.000.000	18	15
		> Rp 5.000.000	8	6.7
		<b>Total</b>	<b>120</b>	<b>100</b>

Based on Table 2, it can be seen that the respondents in this ponder with respect to the repurchase deliberate of Kedai Kopi Kulo were primarily female and matured 17-22 a long time with a tall school / professional tall school instruction and a understudy with a add up to month to month salary of

Table 3. Validity Test Results

No	Variable	Instrument	Pearson Correlation	Information
1.	Repurchase Intention (Y)	Y <sub>1</sub>	0,843	Valid
		Y <sub>2</sub>	0,804	Valid
		Y <sub>3</sub>	0,908	Valid
		Y <sub>4</sub>	0,850	Valid
2.	Product Quality (X)	X <sub>1</sub>	0,880	Valid
		X <sub>2</sub>	0,889	Valid
		X <sub>3</sub>	0,845	Valid
		X <sub>4</sub>	0,781	Valid
3.	Brand Image (M)	M <sub>1</sub>	0,841	Valid
		M <sub>2</sub>	0,690	Valid
		M <sub>3</sub>	0,812	Valid
		M <sub>4</sub>	0,676	Valid

Table 3 shows that all research variable instruments have met the validity test requirements, namely, the Pearson correlation value of each instrument is above 0.30; it can be concluded that each statement item in the research instrument is valid and suitable for use as a research instrument.

Table 4 Reliability Test

No.	Variable	Cronbach's Alpha	Information
1.	Repurchase Intention (Y)	0,872	Reliable
2.	Product Quality (X)	0,858	Reliable
3.	Brand Image (M)	0,735	Reliable

Table 4 appears the comes about of the unwavering quality test on each variable, to be specific repurchase purposeful, item quality, and brand picture, which incorporates a esteem that's at a point over 0.60 as appeared within the Cronbach's Alpha comes about, so it can be said that all rebellious have met the unwavering quality necessities.

Table 5. Results of Path Analysis on Structural 1

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.833	1.217		4.792	0.000
Product Quality	0.618	0.072	0.622	8.628	0.000
R <sup>2</sup>	: 0,387				

Table 5 shows the results of path analysis in structural 1, so the structural equation formed is as follows:

$$\begin{aligned} M &= \beta_1 X + e_1 \\ M &= 0,622 X + e_1 \end{aligned}$$

The item quality variable includes a coefficient of 0.622, which suggests that item quality features a positive heading of impact on the brand picture; this result implies that the way better the item quality, the more brand picture will too increment.

Table 6. Results of Path Analysis on Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.221	1.125		0.196	0.845
Product Quality	0.446	0.077	0.413	5.769	0.000
Brand Image	0.510	0.078	0.469	6.545	0.000
R <sup>2</sup>	: 0,632				

Table 6 shows the results of path analysis in structural 2, so the structural equation formed is as follows:

$$\begin{aligned} Y &= \beta_2 X + \beta_3 M + e_2 \\ Y &= 0,413 X + 0,469 M + e_2 \end{aligned}$$

The quality variable includes a coefficient of 0.413, which implies that item quality contains a positive course of influence on repurchase purposeful; on the off chance that product quality increments, repurchase purposeful will increment. The brand picture variable includes a coefficient of 0.469, which implies that brand picture includes a positive heading of impact on repurchase eagerly; in the event that the brand picture increments, repurchase eagerly will increment.

Table 7. Direct Effect, Indirect Effect of Product Quality (X), on Brand Image (M) and Repurchase Intention (Y)

Influence of variables	Direct influence	Indirect effect through M	Total Effect	Std. Error	Sig.	Results
X→M	0,622		0,622	0,072	0,000	Significant
M→Y	0,469		0,469	0,078	0,000	Significant
X→Y	0,413	0,292	0,705	0,077	0,000	Significant

Table 7 summarises the value of each direct and indirect effect path between variables and the error value in each structural equation generated through path analysis techniques. Based on the table above, product quality has a direct influence on repurchase intention of 0.413 and a significance of 0.000; product quality has a direct influence on brand image of 0.622 and a significance value of 0.000; brand image has a direct influence on repurchase intention of 0.469 and a significance value of 0.000, product quality has a direct influence on repurchase intention of 0.413 and an indirect effect of 0.292 with a total effect of 0.705.

Table 8. Normality Test (*One-Sample Kolmogorov-Smirnov*)

Equation	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
Structural 1	0,200
Structural 2	0,175

Table 8 The ordinariness test utilizing One-Sample Kolmogorov-Smirnov appears that the Asymp. Sig. (2-tailed) Kolmogorov-Smirnov is 0.200 and 0.175. This implies that the esteem of Asymp. Sig. (2-tailed) Kolmogorov-Smirnov is more noteworthy than the alpha of 0.05; it can be demonstrated that the information utilized in this consider are ordinarily dispersed, so it can be concluded that the show has satisfied the typicality suspicion.

Table 9. Multicollinearity Test (*Tolerance* and *Variance Inflation Factor*)

<b>Equation</b>	<b>Model</b>	<b>Collinearity Statistics</b>	
		<b>Tolerance</b>	<b>VIF</b>
Structural 2	Product Quality	0.613	1.631
	<i>Brand Image</i>	0.613	1.631

Table 9 appears that none of the autonomous factors have a resistance esteem of less than 0.10 and a VIF esteem of more than 10. Hence, the relapse demonstrated is free of multicollinearity indications.

Table 10. Heteroscedasticity Test (Glejser Test)

<b>Equation</b>	<b>Model</b>	<b>T</b>	<b>Sig.</b>
Structural 1	Product Quality	1.439	0.153
	<i>Brand Image</i>	-1.110	0.269

Table 10 appears that each demonstrate contains a critical esteem more prominent than 5% (0.05). This appears that the autonomous factors utilized in this consider don't altogether influence the subordinate variable, to be specific the outright mistake, so this consider is free from indications of heteroscedasticity.

$$Z = \frac{ab}{\sqrt{b^2S_a^2 + a^2S_b^2 + S_a^2S_b^2}}$$

$$Z = \frac{0,622 \cdot 0,469}{\sqrt{(0,469^2 \cdot 0,072^2) + (0,622^2 \cdot 0,078^2) + (0,072^2 \cdot 0,078^2)}}$$

$$Z = 4,913$$

The calculation of the Sobel test comes about gotten the comes about of  $Z = 4.913 > 1.96$ ; it can be said that  $H_0$  is rejected and  $H_a$  is acknowledged, which implies that the brand picture variable could be a critical interceding variable between item quality and repurchase eagerly for shoppers of Kulo Coffee Shop in Denpasar City so that the fourth speculation in this think about is demonstrated adjust.

$$\begin{aligned} VAF &= \frac{\text{Indirect Effect}}{\text{Direct Effect} + \text{indirect Effect}} \\ &= \frac{0,292}{0,413 + 0,292} \\ &= 0,4142 (41,42\%) \end{aligned}$$

Based on the VAF test, the calculated value of 43.26%, which is between 20%-80%, can be categorized as partial mediation (Sholihin, 2014); it can be concluded that brand image partially mediates product quality on repurchase intentions for consumers of Kulo Coffee Shop in Denpasar City.

## DISCUSSION

The comes about of the theory in this think about demonstrate that item quality contains a positive and noteworthy impact on repurchase deliberate; in other words, the superior the item quality, the more noteworthy the purposeful to repurchase shoppers of Kulo Coffee Shop in Denpasar City so that the primary speculation in this consider is acknowledged. This is often in line with research by Santika and Mandala (2019), Sanjaya and Ardani (2018), and Seminari, 2023), which appear that item quality contains a positive and noteworthy impact on repurchase eagerly.

The comes about of the theory in this consider demonstrate that brand picture contains a positive and critical impact on repurchase eagerly; in other words, the way better the item quality of Kedai Kopi Kulo in Denpasar City, the way better the brand picture within the minds of buyers. So, the moment speculation in this ponder is acknowledged. This adjusts with investigate by Santika and Mandala (2019) and Putri and Sukaatmadja (2018), which found that item quality emphatically and essentially impacts brand picture.

The comes about of the speculation in this think about demonstrate that brand picture encompasses a positive and critical impact on repurchase deliberate; in other words, the way better the brand picture claimed by Kedai Kopi Kulo, the more consumers' repurchase purposeful will increment so that the third speculation in this think about is acknowledged. Typically in line with inquire about conducted by Dewi and Seminari (2023), Restuputra and Rahanatha (2020), Huang et al. (2019), Fandyanto and Kurniawan (2019) that brand picture features a positive and critical impact on repurchase eagerly.

The speculation comes about in this ponder show that brand picture can intercede the impact of item quality on repurchase eagerly; in other words, the great item quality of Kedai Kopi Kulo can make a great brand picture within the minds of customers, with the creation of great perceptions regarding a brand, it'll be able to extend shopper repurchase eagerly at Kedai Kopi Kulo in Denpasar City so that the fourth speculation in this consider is acknowledged. A great brand picture will make it simpler for customers to recognize a item and make a positive discernment of quality, which can energize buying eagerly and indeed repurchase the item (Ketut, 2018). The results of research by Dana and Pramudana (2021), Ketut (2018), and Widiartha and Suparna (2021) show that brand image has a positive role in mediating the effect of product quality on repurchase intentions.

The theoretical implications of the results of this study can broaden insights. They can be used as a reference to develop further research on product quality, brand image, and repurchase intentions, which refer to consumer behaviour theory. The hypothetical suggestions of the comes about of this think about bolster past investigate on the impact of item quality on brand picture, the

impact of item quality on repurchase deliberate, the impact of brand picture on repurchase purposeful, and the part of brand picture in interceding the impact of item quality on repurchase deliberate. The commonsense suggestions of this investigate are anticipated to supply input for the administration of Kedai Kopi Kulo in expanding shopper repurchase eagerly on its items by considering pointers of item quality and brand picture.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Product quality positively and significantly affects repurchase intentions among consumers of Kulo Coffee Shop in Denpasar City. This shows that the better the product quality, the higher the repurchase intention of Kulo Coffee Shop in Denpasar City consumers. Product quality positively and significantly affects the brand image of consumers of Kulo Coffee Shop in Denpasar City. This shows that the better the product quality, the better the brand image of Kulo Coffee Shop in Denpasar City. Brand image positively and significantly affects repurchase intentions among consumers of Kulo Coffee Shop in Denpasar City. This shows that the better the brand image, the more it will increase consumers' repurchase intention of Kulo Coffee Shop in Denpasar City. Brand image is a partial mediating variable for the effect of product quality on repurchase intentions among consumers of Kulo Coffee Shop in Denpasar City. This shows that better product quality can increase a positive brand image in the minds of consumers; the increase in this positive brand image will increase consumer repurchase intentions at Kulo Coffee Shop in Denpasar City.

### **Recommendation**

Based on the results of the study, suggestions can be made to the Kulo Coffee Shop in Denpasar City to pay attention to the indicators of each variable of product quality and their brand image to increase consumer repurchase intentions where good product quality and a good brand image can result in high repurchase intentions by consumers. The suggestions that can be conveyed to future researchers are that they can add relevant research variables and influence consumer repurchase intentions on a product. In addition, further research can be conducted on products other than coffee.

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