



The Role of Brand Image in Mediating the Influence of Product Completeness and Price Perception on Consumer Repurchase Intention of Clandys in Gianyar

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ABSTRACT

Companies must constantly innovate in the retail industry to stay ahead of the competition and keep customers. Customer satisfaction at Clandys Grosir in Gianyar is impacted by issues including diminishing sales and uneven product completeness. This study is to examine how consumers' perceptions of price and product completeness affect their desire to repurchase at Clandys in Gianyar, and how brand image functions as a mediator in this relationship. The Sobel test and path analysis are two components of the quantitative research methodology. There were 130 responders in all, and the sample was chosen using a non-probability sampling technique. The findings indicate that the impact of price perception and product completeness on repurchase intention is considerably mediated by brand image. These results suggest that consumers' propensity to repurchase can be increased by a strong brand image, well-maintained product completeness, and a favorable price perception. In order to boost customer repurchase intention, Clandy's should focus more on these elements in their marketing tactics, according to the research's practical implications.

INTRODUCTION

In the era of globalization, business competition is becoming increasingly fierce, driving companies to innovate in order to win the hearts of consumers. Globalization has also raised the standard of living in society, resulting in changes in consumption patterns and ways of meeting needs. This phenomenon has encouraged many businesses to become more creative and innovative. One of the sectors that has experienced rapid growth is the retail business, which is now increasingly diverse in meeting consumer needs.

According to data released by the Gianyar Regency Central Statistics Agency (BPS), the implicit index of the Gross Regional Domestic Product (GRDP) of Gianyar Regency by business field for the 2021-2024 period shows that in the wholesale and retail trade sector, the index was 144.85% in 2021, 154.87% in 2022, 160.23% in 2023, and 162.72% in 2024. Accumulated over the years, this data shows a significant increase and development, indicating that the economic resource capacity and economic structure of Gianyar Regency, particularly in the wholesale and retail trade sector, have improved. It can be said that businesses operating in the retail sector have a substantial impact on the economy of Gianyar Regency.

Based on the results of a preliminary survey involving 25 respondents regarding Clandys Grosir in Gianyar, it was found that the brand image of Clandys Grosir shows strong performance, with all 25 respondents agreeing that the supermarket is well-known in Gianyar. The popularity of Clandys Grosir as a wholesale supermarket was also acknowledged, with 19 respondents agreeing with this statement. A strong brand image appears to influence consumer repurchase intention, where 18 respondents stated that they prioritize Clandys Grosir over similar retail stores, and 22 respondents expressed their intention to revisit the store. However, when it comes to the completeness of products available at Clandys Grosir, 21 respondents disagreed, indicating that inconsistency in product availability at Clandys Grosir is a significant issue for many consumers. This underlines the importance for Clandys to improve product availability in order to meet consumer expectations and needs, as well as to retain consumer intention to return. In terms of price perception, 20 respondents agreed that the pricing offered by Clandys Grosir is better compared to similar retail stores. Thus, the results of the preliminary survey indicate that product completeness is still a problem that needs attention, while a good price perception certainly contributes to a positive brand image, which ultimately affects consumer repurchase intention.

There are three main factors that influence consumer repurchase intention: product completeness, price perception, and brand image. When the available products meet consumer expectations, it adds value and encourages repeat purchase decisions. Price perception also plays an important role, as consumers consider prices to be reasonable when they are proportional to the benefits and quality received. In addition, brand image plays a major role in building trust and emotional connection with consumers, which in turn can increase satisfaction. With a strong brand image, retailers not only attract new consumers but also retain long-term relationships with existing customers. Therefore, it is

important to understand how brand image can influence the relationship between product completeness and price perception on repurchase intention, in order to support the sustainability and competitiveness of businesses in the long term.

Research on the connection between price perception, repurchase intention, and product completeness, as well as how brand image may mediate this link, is still lacking, nonetheless. Thus, the purpose of this study is to investigate how brand image functions as a mediator in the interaction among price perception, repurchase intention, and product completeness. "The Role of Brand Image in Mediating the Influence of Product Completeness and Price Perception on Consumer Repurchase Intention at Clandys in Gianyar" is the title of the research paper that presents this study.

LITERATURE REVIEW

Consumer Behavior

The study of consumer behavior examines the patterns and actions of consumers as they choose, use, and buy goods that are meant to fulfill their needs. Consumer behavior in this study demonstrates how buyers proceed from identifying the desired product to making a purchase, followed by an assessment that could result in a desire to buy it again.

Theory of Planned Behavior (TPB)

There are three independent variables in the Theory of Planned Behavior. The first is behavior attitude, in which an individual assesses a behavior as either positive or negative. Perceived social pressure is the second social factor, also referred to as the subjective norm. The third is perceived behavioral control, which describes how confident a person is in their ability to carry out a specific behavior and how easy or difficult they believe it to be (Ajzen, 2020).

Brand Image

According to Purwaningsih & Rachman (2020), who cite this study's brand image indicators, brand image can be assessed b:

- (1) corporate image,
- (2) product image, and
- (3) User persona.

Product Completeness

Kurniawan & Krismonita (2020) are used in this study as the indicators of product completeness. They claim that product completeness may be assessed by:

- (1) variety,
- (2) diversity, and
- (3) the kinds of brands that are accessible.

Price Perception

In this study, the indicators of price perception refer to Kamila & Khasanah (2022), who state that price perception can be measured through:

- (1) price affordability,
- (2) price suitability to product quality,
- (3) price competitiveness, and

(4) price suitability to benefits.

Repurchase Intention

In this study, the indicators of repurchase intention refer to Setyawati (2019) and Alamsyah (2018), who state that repurchase intention can be measured through:

- (1) the consumer’s intention to revisit,
- (2) being the top priority in purchases, and
- (3) recommending to others.

RESEARCH METHOD

In order to understand, predict, or regulate occurrences, this study design employs a quantitative associative approach, which seeks to ascertain the association between two or more variables (A. W. Kurniawan & Puspitaningtyas, 2016: 33). Exogenous, endogenous, and intervening factors are the four categories of variables used in this study.

DISCUSSION

Data Analysis Results

Instrument Validity Test

Table 4.7 Research Instrument Validity Test Results

Variable	Instrument	Pearson Correlation	Description
Product Completeness (X1)	X1.1	0.812	Valid
	X1.2	0.896	Valid
	X1.3	0.683	Valid
Price Perception (X2)	X2.1	0.824	Valid
	X2.2	0.887	Valid
	X2.3	0.703	Valid
	X2.4	0.477	Valid
Repurchase Intention (Y)	Y1.1	0.907	Valid
	Y1.2	0.722	Valid
	Y1.3	0.748	Valid
Brand Image (M)	M1.1	0.829	Valid
	M1.2	0.928	Valid
	M1.3	0.623	Valid

Source: Appendix 6 (processed data), 2025

Table 4.7 shows that all instruments for the research variables – product completeness, price perception, repurchase intention, and brand image – meet the validity criteria. The Pearson correlation values for each instrument are greater than 0.3, indicating that these instruments are valid and reliable measurement tools for this study.

Instrument Reliability Test

Table 4.8 Research Instrument Reliability Test Results

Variable	Cronbach's Alpha	Description
Product Completeness	0.712	Reliable
Price Perception	0.710	Reliable
Repurchase Intention	0.707	Reliable
Brand Image	0.715	Reliable

Source: Appendix 6 (processed data), 2025

Table 4.8 indicates that each variable's Cronbach's Alpha exceeds 0.60. This confirms that the instruments are reliable, meaning they consistently produce stable results when used under the same conditions.

Classical Assumption Tests

The classical assumption tests were conducted using SPSS and are presented as follows:

Normality Test

Table 4.9 Normality Test Results - Model Structure 1

- N: 130
- Asymp. Sig. (2-tailed): 0.200

Table 4.10 Normality Test Results - Model Structure 2

- N: 130
- Asymp. Sig. (2-tailed): 0.200

Source: Appendix 7 (processed data), 2025

Since the Asymp. Sig. values are greater than 0.05, both regression models are normally distributed.

Multicollinearity Test

Table 4.11 Multicollinearity Test - Model Structure 1

Variable	Tolerance	VIF
Product Completeness	0.997	1.003
Price Perception	0.997	1.003

Table 4.12 Multicollinearity Test - Model Structure 2

Variable	Tolerance	VIF
Product Completeness	0.801	1.249
Price Perception	0.470	2.128
Brand Image	0.412	2.427

Source: Appendix 7 (processed data), 2025

All tolerance values are above 0.10 and VIF values are below 10, indicating that the regression models are free from multicollinearity.

Heteroscedasticity Test

Table 4.13 Heteroscedasticity Test - Model Structure 1

Variable	Sig. Value
Product Completeness	0.509
Price Perception	0.497

Table 4.14 Heteroscedasticity Test - Model Structure 2

Variable	Sig. Value
Product Completeness	0.170
Price Perception	0.057
Brand Image	0.172

Source: Appendix 7 (processed data), 2025

All significance values are greater than 0.05, indicating that the regression models do not exhibit heteroscedasticity symptoms.

Path Analysis

Table 4.15 Regression Equation Path Analysis - Model 1

Variable	Beta (β)	Sig. Value
Product Completeness	0.319	0.000
Price Perception	0.681	0.000

- $R^2 = 0.588$
- F Statistic = 90.624
- Sig. F = 0.000

Source: Appendix 8 (processed data), 2025

This means:

- An increase in product completeness will increase brand image by 0.319.
- An increase in price perception will increase brand image by 0.681.
- 58.8% of the variance in brand image is explained by product completeness and price perception.

Table 4.16 Regression Equation Path Analysis - Model 2

Variable	Beta (β)	Sig. Value
Product Completeness	0.181	0.003
Price Perception	0.224	0.005
Brand Image	0.546	0.000

- $R^2 = 0.627$
- F Statistic = 70.690
- Sig. F = 0.000

Source: Appendix 8 (processed data), 2025

This means:

- Product completeness increases repurchase intention by 0.181.
- Price perception increases repurchase intention by 0.224.
- Brand image increases repurchase intention by 0.546.
- 62.7% of repurchase intention is explained by these three variables.

Calculation of Error Values and Total Determination Coefficient

- $Pe_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0.588} = 0.642$
- $Pe_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0.627} = 0.611$
- $R^2m = 1 - (Pe_1^2 \times Pe_2^2) = 1 - (0.412 \times 0.373) = 1 - 0.153 = 0.847$

In order to understand, predict, or regulate occurrences, this study design employs a quantitative associative approach, which seeks to ascertain the association between two or more variables (A. W. Kurniawan & Puspitaningtyas, 2016: 33). Exogenous, endogenous, and intervening factors are the four categories of variables used in this study.

Direct Effects

- $X1 \rightarrow Y = 0.181$
- $X2 \rightarrow Y = 0.224$
- $X1 \rightarrow M = 0.319$
- $X2 \rightarrow M = 0.681$
- $M \rightarrow Y = 0.546$

Indirect Effects

- $X1 \rightarrow Y \text{ through } M = 0.319 \times 0.546 = 0.174$
- $X2 \rightarrow Y \text{ through } M = 0.681 \times 0.546 = 0.372$

Total Effects

- $X1 \rightarrow Y = 0.181 + 0.174 = 0.355$
- $X2 \rightarrow Y = 0.224 + 0.372 = 0.596$

Simultaneous Path Coefficient (F Test)

Table 4.17 F Test Results - ANOVA

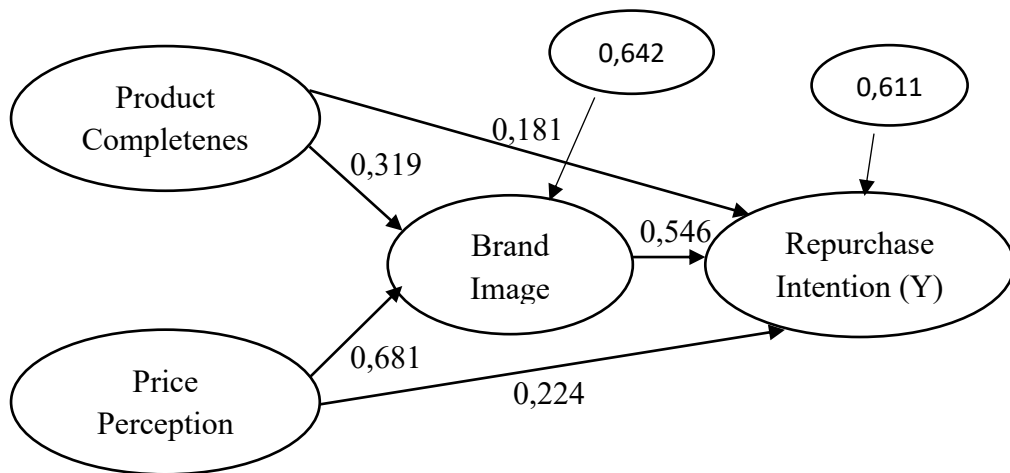
F Count	Sig. Value
90.624	0.000

Source: Appendix 8 (processed data), 2025

Given that the significance value is less than 0.05, H0 is rejected and H1 is accepted, suggesting that repurchase intention is significantly impacted by brand image, price perception, and product completeness all at the same time.

Partial Path Coefficient (t Test)

- Product Completeness \rightarrow Repurchase Intention
 Sig. = 0.003 < 0.05, $\beta = 0.181 \rightarrow$ significant positive effect
- Price Perception \rightarrow Repurchase Intention
 Sig. = 0.005 < 0.05, $\beta = 0.224 \rightarrow$ significant positive effect
- Product Completeness \rightarrow Brand Image
 Sig. = 0.000 < 0.05, $\beta = 0.319 \rightarrow$ significant positive effect
- Price Perception \rightarrow Brand Image
 Sig. = 0.000 < 0.05, $\beta = 0.681 \rightarrow$ significant positive effect
- Brand Image \rightarrow Repurchase Intention
 Sig. = 0.000 < 0.05, $\beta = 0.546 \rightarrow$ significant positive effect



Source: Appendix 8 (processed data), 2025

Figure 4.1 Final Path Model Validation Diagram

The size of the direct, indirect, and total impacts between variables can be computed using the path diagram shown in Figure 4.1. Table 4.18 provides the following summary of the effects between variables:

Table 4.18 Summary of Direct, Indirect, and Total Effects

Variable Effect	Direct Effect	Indirect Effect via M	Total Effect	Sig. Value
X1 - Y	0.181	0.174	0.355	0.003
X2 - Y	0.224	0.372	0.596	0.005
X1 - M	0.319	—	0.319	0.000
X2 - M	0.681	—	0.681	0.000
M - Y	0.546	—	0.546	0.000

Source: Appendix 8 (processed data), 2025

Table 4.18 presents a summary of the values for each path, including the direct, indirect, and total effects between variables, as well as the significance value of each structural equation, which were obtained through path analysis techniques. The following section explains the meaning of the values presented in Table 4.18.

Sobel Test

1. The Role of Brand Image in Mediating the Effect of Product Completeness on Repurchase Intention

$$Z = \frac{ab}{\sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}}$$

Information :

a = 0,289

Sa = 0,052

b = 0,618

Sb = 0,096

$$Z = \frac{0,289 \cdot 0,618}{\sqrt{(0,618^2 \cdot 0,052^2) + (0,289^2 \cdot 0,096^2) + (0,052^2 \cdot 0,096^2)}}$$

$$Z = 4,178$$

The hypothesis is accepted since the Sobel test results show that brand image is a mediating variable in the relationship between product completeness and repurchase intention, with a computed Z-value of $4.178 > 1.96$.

1) The Role of Brand Image in Mediating the Effect of Price Perception on Repurchase Intention

$$Z = \frac{ab}{\sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}}$$

Information:

$$a = 0,496$$

$$Sa = 0,042$$

$$b = 0,618$$

$$Sb = 0,096$$

$$Z = \frac{0,496 \cdot 0,618}{\sqrt{(0,618^2 \cdot 0,042^2) + (0,496^2 \cdot 0,096^2) + (0,042^2 \cdot 0,096^2)}}$$

$$Z = 5,637$$

Based on the calculation of the results of the Sobel test, it shows that the calculated Z value is $5.637 > 1.96$, which means that brand image is a variable that mediates the influence of price perception on repurchase intention so that the seventh hypothesis is accepted.

DISCUSSION

The Effect of Product Completeness on Repurchase Intention

The hypothesis is supported by the test results of this study's effect of product completeness on repurchase intention, which demonstrate that product completeness significantly and favorably influences repurchase intention. These results are in line with other studies by Supriatna (2022) and Nuraeni & Ernawadi (2024), who also discovered that product completeness significantly and favorably influences repurchase intention.

The Effect of Price Perception on Repurchase Intention

The hypothesis is supported by the test results of this study's effect of price perception on repurchase intention, which demonstrate that price perception significantly and favorably influences repurchase intention. These results are consistent with earlier research by Purnamawati et al. (2020) and Tilaar et al. (2024), which similarly found that price perception significantly and favorably influences repurchase intention.

The Effect of Product Completeness on Brand Image

The hypothesis is supported by the test results of this study's influence of product completeness on brand image, which demonstrate that product completeness significantly and favorably affects brand image. These findings are consistent with the study of Welsa et al. (2021), which similarly

discovered that brand image is positively and significantly impacted by product completeness.

The Effect of Price Perception on Brand Image

The study's test results on the relationship between price perception and brand image support the hypothesis, which states that price perception significantly and favorably affects brand image. Previous research by Afwan & Santosa (2019) supports these findings and found that pricing perception significantly and favorably affects brand image.

The Effect of Brand Image on Repurchase Intention

The study's test results on the relationship between brand image and repurchase intention support the hypothesis, showing that brand image significantly and favorably influences repurchase intention. These results align with earlier research by Bhakuni et al. (2021) and Girsang et al. (2021), which also found that brand image has a favorable and significant impact on repurchase intention.

The Mediating Role of Brand Image in the Effect of Product Completeness on Repurchase Intention

The hypothesis is supported by the test results of the Sobel test, which examines the mediating role of brand image in the relationship between product completeness and repurchase intention. This suggests that the relationship between product completeness and repurchase intention is somewhat mediated by brand image.

According to Welsa et al. (2021), product completeness has a direct positive impact on repurchase intention, either directly or through brand image. This finding is consistent with earlier research by Dewi et al. (2023), which found that brand image has a positive and significant effect on repurchase intention.

The Mediating Role of Brand Image in the Effect of Price Perception on Repurchase Intention

The hypothesis is supported by the test results of the Sobel test, which examines the mediating function of brand image in the relationship between price perception and repurchase intention. This suggests that the relationship between price perception and repurchase intention is somewhat mediated by brand image.

According to Mahardika & Jumhur's (2023) research, consistent pricing decisions that are in line with quality and a strong brand image will increase consumer loyalty and confidence, which in turn will encourage repurchase intention. These findings are compatible with their findings.

CONCLUSION

The following conclusions can be made in light of the research discussion's findings:

1. At Clandys Grosir, customer repurchase intention is positively and significantly impacted by product completeness.
2. At Clandys Grosir, customers' propensity to repurchase is positively and significantly impacted by price perception.

3. Clandys Grosir's brand image is positively and significantly impacted by product completeness.
4. Clandys Grosir's brand image is positively and significantly impacted by price perception.
5. Clandys Grosir customers' intention to repurchase is positively and significantly impacted by brand image.
6. At Clandys Grosir, the impact of product completeness on consumers' intentions to repurchase is partially mediated by brand image.
7. Brand image partially mediates the effect of price perception on consumer repurchase intention at Clandys Grosir.

SUGGESTIONS

Based on the analysis and conclusions, the following suggestions are offered. The main issue found in this study is the inconsistency in product completeness at Clandys Grosir Gianyar, which leads to decreased customer satisfaction and drives some consumers to switch to other retail stores. To address this issue, Clandys management should improve the consistency of product availability by implementing a more integrated and technology-based inventory management system, such as a Point Of Sale (POS) system. This system would help monitor product movement and availability in real time, minimizing stockouts.

Additional recommendations for Clandys Grosir Gianyar based on the research findings are as follows:

- 1) Based on the descriptive analysis of the product completeness variable, the indicator with the lowest average score is the variety of available brands. This indicates that the brand variations offered are still considered limited. Therefore, it is recommended that Clandys management expand the variety of brands in each product category to better accommodate diverse consumer preferences.
- 2) Based on the descriptive analysis of the price perception variable, the indicator with the lowest average score is the alignment between price and benefits. This suggests that some respondents perceive the price of products at Clandys Grosir as not proportional to the benefits received. Thus, Clandys should evaluate its pricing policy to better reflect the value perceived by consumers. This can be done by maintaining product quality, clearly communicating added value, or offering relevant promotions. When consumers feel that the price paid is equivalent to the benefits received, it fosters a positive attitude that enhances repurchase intention.
- 3) Based on the descriptive analysis of the brand image variable, the indicator with the lowest average score is user image. This implies that some respondents are not convinced that Clandys Grosir Gianyar truly reflects a community segment that prioritizes quality products at affordable prices. Therefore, Clandys is advised to strengthen its brand

communication strategy through marketing campaigns that emphasize product quality and affordability.

- 4) Based on the descriptive analysis of the repurchase intention variable, the indicator with the lowest average score is recommending to others. This shows that although consumers have a tendency to repurchase, they are not fully compelled to recommend the store to others. To improve this aspect, Clandys should create a more pleasant and memorable shopping experience through friendly service and comfortable store facilities. A consistently positive experience will encourage consumers not only to repurchase but also to become brand advocates.
- 5) For future researchers, this study can be further developed by adding other variables such as customer satisfaction or service quality to gain a more comprehensive understanding of the factors influencing repurchase intention. Additionally, the research can be extended to other locations or types of retail stores to enhance the generalizability of the findings.

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