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Mediating Role Customer Satisfaction Brand Image Effect on Repurchase Intention (A Case Study on Consumer Talib M.Aboe Shop in Tabanan City)

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ABSTRACT: The purpose of this study was to Determine the effect of brand image on consumer satisfaction, to Determine the effect of brand image and customer satisfaction on repurchase intention and Determine the role of customer satisfaction in mediating the effect of brand image on repurchase intention on M. Aboe Talib's tavern products in Tabanan City. The population in this study is M. Aboe Talib's tavern consumer in Tabanan. This study uses 100 respondents the which is the product of 10 indicators Multiplied by 10, the which means they meet the criteria. The technique of data analysis used is path analysis. The analysis shows that brand image has a positive and significant effect on customer satisfaction; Brand image has a positive and significant effect on repurchase intention; Consumer satisfaction has a positive and significant effect on repurchase intention. Consumer satisfaction is Able to mediate the influence of brand image on repurchase intention.

Keywords: brand image, customer satisfaction, repurchase intention

I. INTRODUCTION

Age development has made man's growing rapidly in the following food and beverage needs for the sake of the taste of a dynamic society. Speaking of drinks, beverages sub-sector, especially beverage packaging has the highest growth which is 14 percent per year and the figure is likely to rise each year (Juniman, 2018). Now, a variety of drinks ranging experience growth in terms of taste and presentation process, as well as the composition contained therein, where it is one of the impacts of globalization which encourages creativity beverage manufacturers to create different flavors and make consumers be satisfied.

Customer satisfaction a very important thing to be taken into account in the business and is a factor that can affect the behavior of consumers to make purchases in the future (Kusuma, 2017). If the performance or the result of a product fails to meet the expectations of consumers, so consumers will not be satisfied. Customer satisfaction is very affecting intention to repurchase, if consumers are dissatisfied with a product brand The product will be recorded in consumer memory and will not switch to another product (Ranjbarian et al., 2012). Wang et al. (2010) also stated that customer satisfaction can have a positive impact on repeat purchase interest. The statement was supported by the results of research conducted by Pupuni and Sulistyawati (2013) and Kusuma (2017) who get the result that there is significant between customer satisfaction with the purchase of interests. However, research conducted by Ferrand et al. (2010) found results that customer satisfaction does not have a significant impact on repeat purchase intentions. Research conducted by Prastiwi (2016) also get the same result that customer satisfaction does not significantly influence the intention of buying back where it shows that consumers are satisfied not necessarily going to buy the product again. (2010) found results that customer satisfaction does not have a significant impact on repeat purchase intention. Research conducted by Prastiwi (2016) also get the same result that customer satisfaction does not significantly influence the intention of buying back where it shows that consumers are satisfied not necessarily going to buy the product again. (2010) found results that customer satisfaction does not have a significant impact on repeat purchase intention. Research conducted by Prastiwi (2016) also get the same result that customer satisfaction does not significantly influence the intention of buying back where it shows that consumers are satisfied not necessarily going to buy the product again.

Consumers generally prefer famous brands despite the price offered is more expensive (Tjiptono in Herliza and Saputri, 2016). Brand or brand also promises that the products purchased by consumers at the time it would give satisfaction so that consumers will buy at a later time with the same item (Yana et al., 2015). Business competition increasingly stringent demands of the competitive advantage of each company. One of these advantages can be sustained by a brand or brand (Lawu, 2015).

Competition increasingly stringent industrial world today, requires companies to be more creative and create a competitive advantage, both in terms of packaging, product, marketing channels as well as its image. If consumer feedback about offering a competitive product stays the same as or usual, consumers will see the brand of a product with a different response (Supriyadi et al., 2016). Brand image through a consumer will be able to identify a product, evaluate the product, reducing the risk would purchase a product and get the experience and satisfaction of product differentiation (Moksaoka and Rahyuda, 2016).

A good brand image always helps to establish customer satisfaction in order to create loyal customers (Thakur and Singh, 2012). The statement is also supported by many studies, one study conducted by Herliza and Saputri (2016), which matches the significant influence of brand image with the consumer satisfaction. However, research conducted by Thomas (2012) showed different results that the variable of brand image (brand image) had no significant effect on customer satisfaction. It states that in fact the brand image does not necessarily give customer satisfaction. Therefore, the establishment of the brand on a product is necessary, because it will affect consumer attitudes and behavior.

Brand image which can increase competitive advantage because consumers have the notion that a product with a brand that is trusted to provide a sense of security when using it so consumers are increasingly interested in buying products that are offered if the brand image that is attached to the product, the better (Saputri and Institution, 2014; Pechyam and Jaronwanit, 2014). A strong brand image can make consumers make purchases over and over again (Randi, 2016). Chen and Hsieh (2011) also states that the brand image has an effect on the incidence of repurchase intention. There are many studies that also supports the statement, one such study conducted by Ayutthaya (2013) which states that there is a significant relationship between the brand image of repurchase intention.

Results of research conducted by Ain and Ratnasari (2015) also shows that there is significant influence between the brand image with the purchase intention of consumers to a brand product. Furthermore, research conducted by Soleha et al. (2017) also noted the same thing, where the variable brand image has a significant influence on the buying interest. The higher brand image, the higher the interest of consumers to repurchase intention. However, different results are found in a study conducted by Vigripat and Chan (2007) stating that the brand image does not affect repurchase intention. The results of these studies found no significant influence of brand image of repurchase intention.

One of the coffee shops that are much in demand and have a pretty good brand image in the minds of consumers is the tavern M.AboeTalib. TalibM.Aboe Coffee is a coffee shop that serves coffee beverage products of the coffee beans from the coffee plantations typical PupuanTabanan, where the type of coffee used is Robusta. Robusta coffee has a flavormore bitter, slightly acid, and caffeine levels higher from other coffee (Purwanto, Rubiyo and Towaha, 2015). TalibM.Aboe shop established since 1940 located in the shopping area of Jalan Gajah Mada No. 53, Tabanan. Where to Shop M.AboeTalib until now has three outlets located in Tabanan, Kediri, and Denpasar. High consumer enthusiasm makes the existence of Taliban M.Aboe shops set up outlets in Denpasar since 2017.

To find out how much interest owned consumer Tabanan City to repurchase against M.Aboe Shop Talib, we conducted this research using survey methods with distributing questionnaires pre whilst the 30 respondents. The answer to each item is measured with five alternative answers starting from SS (strongly agree), S (agree), CS (quite agree), TS (disagree), and STS (strongly disagree) Dapa seen in Table 1.

Table 1. Pre Consumer Survey M.Aboe shops TalibTabanan

variables	Statement	Answer		respondents
		+	-	
Repurchase intention	I am willing To do	21 = SS	0	30
	M.Aboe shops Talib purchase in time to be dating	9 = S		
Brand Image	I have the intention buy back against	9 = SS	4 = STS	30
	TalibM.Aboe Shop for		17 = TS	
	Talib is M.Aboe shops product with famous brand			
Satisfaction Consumer	I have the intention buy back against	26 = SS	1 = TS	30
	TalibM.Aboe shops for gratification of what I felt at the time of the previous consumption	3 = S		

Source: Consumer Survey Results Pre M.Aboe shops TalibTabanan

Based on the results of the pre-survey presented in Table 1, all respondents had ever made a purchase TalibM.Aboe shops and willing to re-purchase of the Taliban M.Aboe shops in the future. In this statement 23 of 30 respondents answered 21 strongly agree and 9 answered agree. Surely it indicates that the respondent has a substantial interest for the repurchase of the Taliban M.Aboe shops. In this statement 9 of 30 respondents agree that they have re buying interest against the Taliban M.Aboe Shop brand image caused by TalibM.Aboe shops itself with 9 respondents answered strongly agreed, while 21 respondents gave negative responses with answers in 4 respondents answered strongly disagree and 17 respondents did not agree. It certainly shows that the brand image TalibM.Aboe shops are less able to influence the buying interest re-when seen in the results of this pre-survey. 29 of 30 respondents agree that they have re buying interest against the Taliban M.Aboe shops because they feel satisfaction after consuming M.Aboe shops Talib on previous purchases to answer 26 respondents answered strongly agree and 3 respondents agreed, while one respondent respond negatively to answer disagree.

Based on the results of pre-survey, the consumer has the high buying interest against the Taliban M.Aboe shops based on the satisfaction they get. The high buying interest re M.Aboe shops Talib may indicate high satisfaction M.Aboe shops Talib given to consumers so that it has re-purchase interest. As already mentioned before, the satisfaction of becoming one of the factors that can cause back on consumer buying interest, but several studies have shown the opposite result. Therefore, it is important to do further research using these variables and based on the results of pre-survey need to add a variable as a variable pemediasi customer satisfaction.

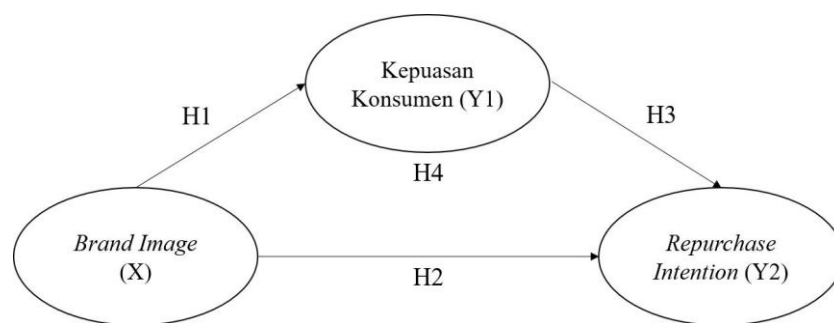
The strength of a brand image that is mediated by customer satisfaction is assumed to have a significant role in influencing the growth of the buying interest re M.Aboe shops Talib. So to prove it, we need some further research using these variables ie, brand image and customer satisfaction with the product under repurchase intention M.Aboe shops Talib. Through this research, will be examined on how to influence consumer satisfaction in mediating force brand image of the buying interest in a product.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

brand image Good will be able to help shape consumer satisfaction (Thakur and Singh, 2012). This is consistent with the results of research conducted by Yana et al. (2015) that matches the brand image that variables have a significant influence on consumer satisfaction. According Pramudyo (2012) has the potential to affect the perception of brand image and consumer expectations about the goods or services offered and ultimately affect customer satisfaction. In addition, the brand image is also capable of providing a direct influence on the buying interest or repurchase intention. Ayutthaya (2013) in his study states that there is a significant relationship between brand image with repurchase intention. The better the brand image in the minds of consumers, the higher also the consumer buying interest.

Repurchase intention or re buying interest is a desire that is created from their high level of customer satisfaction (Choi and Kim, 2013). Wang et al. (2010) also said the same thing that the existence of a strong relationship between customer satisfaction with the buying interest. Research conducted by Savitri and Ward (2018) obtained results that customer satisfaction was apparently able to mediate the relationship between the brand image of repurchase intention. With the creation of a good brand image it will cause a positive perception in the minds of consumers and will create satisfaction for consumers who use the products with the brand. With the high consumer satisfaction, it is possible consumers will have the intention to make repeat purchases. Based on the definition and theory study of some existing experts,

Figure 1. Conceptual Framework Research



Source: developed from previous studies, 2018

Based on the review and assessment of previous research, it can be arranged hypothesis is as follows:

- H1: brand image significant positive effect on consumer satisfaction
 H2: brand image significant positive effect on repurchase Intention
 H3: Consumer satisfaction significant positive effect on repurchase intention
 H4: Consumer satisfaction is able to mediate the effect of brand image of repurchase intention

III. METHODS

The location of this research is in Tabanan. Tabanan chosen because it is a region with a population that is quite a lot of around 431 162 inhabitants (tabanankap.go.id). Besides, Tabanan already widely coffee shop widespread. Therefore Tabanan considered to have great potential respondents. The object of research used in this research is consumer behavior, especially repurchase intention on shop products M.AboeTalib influenced by brand image and customer satisfaction

The variables used in this study include exogenous variables, mediating variables and endogenous variables with the following indicators..

Table 2 Summary Variables and Indicators Research

variables	Indicator	Reference
<i>brand Image</i> (X)	X_1 Strengthness X_2 Uniqueness X_3 favorable	Herliza and Saputri (2016), Shimp (2014)
Consumer satisfaction (Y1)	$Y_{1,1}$ Creating word of moth $Y_{1,2}$ Creating a brand image $Y_{1,3}$ Creating a purchasing decision	Damayanti and Wahyono (2015),
<i>Repurchase Intention</i> (Y2)	$Y_{2,1}$ interests transactional $Y_{2,2}$ referential interest $Y_{2,3}$ preferential interest $Y_{2,4}$ interests explorative	Ain and Ratnasari (2015), and Soleha et al. (2017)

Source: Previous research studies, 2019

The population in this study is that consumers shop M.AboeTalib in Tabanan which amount can not be calculated exactly. This study used a sample of 100 respondents from Tabanan. Reasons specified number of samples is due by Malhotra in Savitri and Ward (2018) stated that in order to obtain valid data, then the amount of the sample taken and determined at least 5-10 times the number of indicators. Where the number of indicators in this study were as many as 10 indicators that the number of samples required a minimum of 50 (5x10) and maximum (10x10). This study uses 100 respondents which is a product of the 10 indicators multiplied by 10 which means it meets the criteria.

Samples were selected by purposive sampling method, ie using criteria that respondents reside in Tabanan with minimal education at the high school level, and to know the coffee brand M.AboeTalib, then never buy and consume M.AboeTalib shop more than once within the last 2 months , and intends to repurchase products M.AboeTalib shop in the future.

Data collection methods used in this study is a questionnaire with a scale of 1 to 5. Next To ascertain whether or not the instrument in this study, then tested the validity and reliability, then descriptive statistical test, the classic assumption test, test analysis and test track Sobel.

IV. RESULT AND DISCUSSION

The following data of respondentsberdasarakan gender identity, age, and education last detailed in Table 3 below.

Table 3 Characteristics of Respondents Consumer M.Aboe shops Talib

No.	characteristics	Classification	Number of Respondents (vote)	Persentas Respondents (%)
1.	Gender	Male	81	81%
		Woman	19	19%
	Amount		100	100
2.	Age	17-20	30	30%
		21-30	70	70%
	Amount		100	100
3.	Last education	SMA / equal	73	73%
		Diploma	18	18%
		S1	9	9%
	Amount		100	100

Sources: *Primary data is processed, 2019*

In Table 3 shows that consumers M.AboeTalibatabanan City is dominated by men because most men prefer to get together with friends in the haunts. Based on the characteristics of the age of the respondents, it can be seen that consumers M.AboeTalib in Tabanan City is dominated by adult age groups. If seen from the last educational characteristics, it can be concluded that the majority of consumers who purchase and consume M.AboeTalib had education level is high school.

The regression model would be more appropriate to use and produces a more accurate calculation, if some of the following assumptions can be met. Classic assumption test that must be met in a simple linear regression analysis, among others Normality Test, test and test Multikolenearitasheterocedastisity summarized in Table 8 below:

Table 4 Classical Assumption Test Results Summary

Structural equation	Normality Test Results	variables	Test results multicollinearity		Test Results Heteroskidastity significance
			tolerance	VIF	
$Y1 = \beta1X + e1$	0,067	Brand Image (X)	1,000	1,000	0,097
$Y2 = \beta2X + \beta3Y1 + e2$.101	Brand Image (X)	0.683	1.464	0.522
		Consumer satisfaction	0.683	1.464	0.269

Source:*The data is processed, 2019*

The entire test classic assumptions in Table 4 has been worth test, the model of path analysis (path analysis) can be carried further. Path coefficient calculation conducted by regression analysis through SPSS 18.0 software suite for Windows obtained the results shown on Table 4 and Table 5.

Table 5 Results Analysis Line 1

variables	Coefficients unstandardized		standardized Coefficients beta	T arithmetic	Sig. t test
	B	Std. Error			
(Constant)	1,933	0.332		5,826	0,000
Brand Image (X)	0.537	.080	.563	6.740	0,000
R Square	0.317				
F Statistics	45.429				
Significance Test F	0,000				

Source: *Primary data is processed, 2019*

Total value of determination (R square) of 0.317 means that 31.7 percent of the variation of customer satisfaction is influenced by variations of the brand image, while the remaining 68.3 percent is explained by other factors not incorporated into the model.

Table 6 Results Analysis Line 2

variables	Coefficients unstandardized		standardized Coefficients beta	T arithmetic	Sig. t test
	B	Std. Error			
(Constant)	0,244	0.231		1.057	0,293
Brand Image (X)	0.712	.058	.689	12.295	0,000
Consumer satisfaction (Y)	.320	0.061	0,296	5.276	0,000
R Square	0.792				
F Statistics	184.481				
Significance Test F	0,000				

Source: *primary data is processed, 2019*

Total value of determination (R square) of 0.792 means that 79.2 percent of the variation sebsar repurchase intention is influenced by variations in brand image and customer satisfaction, while the remaining 20.8 percent is explained by other factors that were not included in the model.

Based on the model of the substructure substructure 1 and 2, it can be arranged end path diagram model. Before drawing up the final path diagram models prior standard error values are calculated as follows:

$$"P" "e" _ "1" "=" \sqrt{"1-R" "1" ^"2" } "=" \sqrt{"1-0,317" } "=0,826"$$

$$P_{e2} = \sqrt{(1 - R^2)} = \sqrt{(1 - 0,792)} = 0,456$$

Based on the calculation of the effect of error (Pei) showed the influence of error (PE1) of 0.622. The coefficient of determination total is as follows:

$$R^2 = 1 - (P_{e1}^2) = 1 - (0,826)^2 = 1 - 0,682276 = 0,317724$$

Total determination value of 0.858 means that amounted to 85.8 percent of the variation repurchase intention affected by variations IMAGE and brand consumer satisfaction, while the remaining 14.2 percent of the variation is explained by other non diamasukanvaktor into the model.

Based on the results of path analysis, are used to determine the amount of direct and indirect influence as well as the total effect between variables such as Table 7.

Table 7 Effect of Direct and Indirect Influence and Effects of Total Brand Image (X), Customer Satisfaction (Y1), and Repurchase Intention (Y2)

Variables influence	Direct Impact	Indirect influence through Customer Satisfaction (Y1) (β1 x β3)	Effect of Total
X → Y1	.563	-	.563
X → Y2	.689	0.151	.840
Y1 → Y2	0.269	-	0.269

Sources: Primary data is processed, 2019

Table 7 shows that the effect of brand image (X) towards consumer satisfaction (Y1) is equal to 0.756. The direct effect of brand image variable (X) to repurchase intention (Y2) is equal to 0.231. The direct effect of consumer satisfaction variables (Y1) to repurchase intention (Y2) of 0.593. This indicates that the greater the variable repurchase intention is influenced by consumer satisfaction of the brand image. As for the indirect effect variabel brand image (X) to repurchase intention (Y2) through customer satisfaction (Y1) is equal to 0.679. So we can conclude that a greater total effect of brand image (X) to repurchase intention (Y2) which is through customer satisfaction (Y1), of the direct influence brand image of repurchase intention without going through customer satisfaction.

Testing indirect influence brand image variable (X) to variable repurchase intention (Y2) through customer satisfaction (Y1), do the following formula:

$$S_{ab} = \sqrt{(0,320)^2 + (0,080)^2 + (0,537)^2 + (0,061)^2 + (0,080)^2 + (0,061)^2}$$

$$S_{ab} = \sqrt{0,003144} = 0,056$$

To test the significance of the indirect effect, then calculate z values of the coefficient sebagai ab with the following formula:

$$Z = \frac{ab}{S_{ab}}$$

$$Z = \frac{(0,537)(0,320)}{0,056} = 6,657$$

Results testers mediation with VAF method in this study had to meet several requirements: first, the direct effect found to be significant (a) when the consumer satisfaction variables (Y1) has not been incorporated into the model. Second, after the consumer satisfaction variables (Y1) is inserted into the model, then the indirect effect (bxc) also found significant. Paths that b and c are also significant. Third, calculate the variance accounted For (VAF) using the formula:

$$VAF = \frac{b \times c}{a + b \times c}$$

$$VAF = \frac{0,563 \times 0,269}{0,689 + (0,563 \times 0,269)} = 0,371 \text{ or } 37,1 \text{ percent}$$

VAF value (37.1%) of greater than 20 percent, it was explained that there is a partial mediating effect which means that not only consumer satisfaction variables that affect the relationship of brand image on consumer satisfaction that is able to influence the brand image relationship towards repurchase intention, but there are other variables that are not investigated in this study. Means that customer satisfaction pemediasi capable as a variable that is twice as strong as the relationship between brand image pemediasi with repurchase intention. Based on this, the hypothesis that mediates the effect of customer satisfaction, repurchase intention brand image of welcome.

V. HYPOTHESIS AND RESULT

The effect of brand image on customer satisfaction

Results of the analysis showed that the brand image and significant positive effect on customer satisfaction. This shows that the better a brand image which is owned by M.Aboe shops Talib, the higher the customer satisfaction perceived by consumers M.Aboe shops Talib. Likewise, if a brand image which is owned shops M.Aboe bad Taib, the lower the satisfaction felt by consumers M.Aboe shops Talib. This study supported

some research first conducted by Thakur and Singh (2012), Naimi (2014), Darmayanti and Wahyono (2015), Yana et al (2015), as well as Setyowati and Wiyadi (2016) which states that the brand image or brand image has a positive and significant impact on customer satisfaction.

The effect of brand image on repurchase intention

Results showed that the brand image and significant positive effect on repurchase intention. It has a meaning that the better a brand image which is owned by M.Aboe shops Talib, the higher the buying interest or repurchase intention M.AboeTalib owned shops. This study also supports previous research conducted by Chan and Hsieh (2011), Ayutthaya (2013), Ain and Ratnasari (2015), Lawu (2015), Soleha et al. (2017), and Sari (2017) which states that the brand image or brand image has a significant and positive effect on repurchase intention.

The effect of customer satisfaction on repurchase intention

Results of the analysis showed that customer satisfaction and significant positive effect on repurchase intention. It has a meaning that the consumer perceived satisfaction tingguM.Aboe shops Talib, the higher the interest to buy or repurchase intention possessed by consumers against Taliban M.Aboe shops. And vice versa, if the perceived consumer satisfaction shops TalibM.Aboe low, the lower the repurchase also owned consumer intention M.Aboe shops Talib. This study supports some prior research conducted by Cutris et al. (2011), Bahram et al. (2012), Huang et al. (2014), and Kusuma (2017), which states that customer satisfaction has a positive and significant effect on repurchase intention.

The mediating effect of brand image on the influence of customer satisfaction on repurchase intention

Based on the test results Sobel, found a positive influence between variables brand image of repurchase intention through consumer satisfaction with the value of the variable $z = 5.358 > 1.96$. The research findings indicate the fourth hypothesis in research is acceptable. Based on the test results VAF, VAF value found more than 20 percent, which amounted to 41.7 percent, which indicates the effect of mediation. Consumer satisfaction pemediasi capable as a variable that is twice as strong as the relationship between brand image pemediasi with repurchase intention.

Research conducted by Pramudyo (2012) and Susanti and Ward (2015) to get the result that the brand image or brand image and significant positive effect on customer satisfaction. This means that the more positively perceived brand image that consumers will be able to improve the consumer perceived satisfaction. Their high satisfaction will create buying interest reset or repurchase intention. The statement was supported by research conducted by Suandana et al. (2016), Oktarini and Ward (2017) and Savitiri and Ward (2018) which states that customer satisfaction has a positive effect and significant repurchase intention. Hali is stated that the brand image moving consumer satisfaction. The more positive brand image which is owned, it will increase the customer satisfaction.

VI. CONCLUSION

Based on the analysis of research it was concluded that: 1) Brand image and significant positive effect on customer satisfaction; 2) Brand image and significant positive effect on repurchase intention; 3) Customer satisfaction and significant positive effect on repurchase intention. 4) Customer satisfaction is able to mediate the effect of brand image on the repurchase intention.

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