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## The Role of Brand Image in Mediating The Influence of Product Quality on Re-Purchase Intentions Pocari Sweat Isotonic Beverages

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**ABSTRACT :** *Research objectives to be achieved: 1) To identify the influence of POCARI SWEAT product quality on Brand Image in Denpasar City; 2) To identify the influence of POCARI SWEAT product quality on re-purchase intentions in Denpasar City; 3) To identify the influence of POCARI SWEAT Brand Image on re-purchase intentions in Denpasar City; 4) To identify the role of Brand Image mediates the influence of POCARI SWEAT product quality on purchasing intentions in Denpasar City. The type and source of data used in this study used quantitative and qualitative approach with primary data obtained from the distribution of questionnaires with the number of samples used in this study of 120 people. Data analysis method used in this research using path analysis technique. The results showed that product quality has a positive and significant effect on Brand Image. The quality of the product has a positive and significant effect on the re-purchase intention. Brand Image has a positive and significant effect on re-purchase intentions and for the influence of mediation, Brand Image mediates the influence of product quality on resending intentions. The Company should still maintain the quality of the product in order to maintain the Brand Image that has been circulating in the market.*

**Keywords -** *product quality, Brand Image, resending intention, path analysis, POCARI SWEAT*

### I. INTRODUCTION

The company is required to continuously improve the quality of products and continue to innovate creating a variety of product innovations that are able to meet the needs and desires of the community. Companies need to learn and identify the factors that will lead the company to success (Fouladivanda et al., 2013). The reason for improving the quality of products can be shown to maintain the existence of a company even in order to win business competition. One of them is the competition in the isotonic beverage market in Indonesia. Sales of packaged beverages continue to increase in Indonesia many emerging new brands. Of course, because of this the competition will be tighter in marketing the product, facing that many companies have a strategy to create a wide selection of products (brands) to consumers, such as POCARI SWEAT, Mizone and Fatigon Hydro. POCARI SWEAT is an isotonic drink made based on Otsuka scientific research in Japan. The materials contained in POCARI SWEAT are electrolytes that precisely needed by the body because it has an important function for the body. For example, the sodium content in POCARI SWEAT. Survetop brand award results showed that POCARI SWEAT isotonic beverage products ranked 1 (one), with the acquisition of Top brand index of 63.4 percent, then Mizone was in second place at 26.2 percent, and followed by Fatigon Hydro at 1.9 percent. Based on the competition, isotonic beverage companies must use the right strategy in order to compete with the same beverage products, so that consumers are interested in buying products offered for the first time, as well as to res buy after having consumed before.

The factor that makes consumers intend to buy back 4 one of them is Brand Image, because Brand Image reflects about a product. So that the better and positive a Brand Image will have an impact on the interest of re-purchase by consumers. A strong and positive image has a significant impact in capturing customers' hearts.

Researchers conducted a Pre Survey of POCARI SWEAT re-purchase intentions in Denpasar City. This result was obtained by distributing questionnaires online to 21 respondents who had consumed POCARI SWEAT isotonic minuman. The survey results showed that respondents' perception of POCARI SWEAT isotonic drink, namely, POCARI SWEAT is an isotonic drink that performs superiorly in lieu of missing body

ions there are 12 respondents strongly agree with the statement, there are 6 respondents who say that POCARI SWEAT isotonic drink that serves to replace the missing body ions, but there are 3 respondents who say they do not agree if POCARI SWEAT isotonic drink that serves to replace the lost body ions. 19 people strongly agreed that POCARI SWEAT has the right standard and is worthy to be consumed by consumers and 2 people agree. There were 10 respondents strongly agreed, 7 respondents agreed and acknowledged that POCARI SWEAT as a brand of isotonic drinks, but there were 4 respondents did not agree with the statement. From the results of the pre-survey above there were 2 respondents quite agreed and 19 respondents strongly agreed to recommend others to buy POCARI SWEAT products and there were 21 respondents from the Pre Survey of POCARI SWEAT resending research in Denpasar city has purchased POCARI SWEAT products more than once.

## II. LITERATURE REVIEW AND HYPHOTHESES DEVELOPMENT

Wahid (2016) proved the positive and significant influence of product quality on brand image, namely that consumers will view the image of a brand as good if the quality of the brand's products is high. Findings on product quality relationships and brand image were also put forward by Nuraini (2015) who explained that high product quality reflects a good brand image, especially for brands that market goods products, consumers will judge both the poor brand image of the attributes - attributes of the product, especially the quality. Therefore, the hypothesis is obtained as follows.

H1: Product quality has a positive and significant effect on Brand Image.

Freida Research (2012) showed the positive influence of product quality variables on re-purchase intentions. Other research was also conducted by Basrah and Arifin (2012) which showed that the quality of products has a positive and significant effect on re-purchase interest. The results of the study that that the quality of the product has the most influence, the quality of the product is increasingly maintained and improved, the creation of a high re-purchase interest. Therefore, the hypothesis is obtained as follows.

H2: Product quality has a positive and significant effect on re-purchase intentions

The research conducted by Wijaya (2014), Tariq et al, (2013) also showed that consumers' positive attitude towards a brand can increase the intention of buying back consumers or products. Brand Image is often used as an extrinsic cue when consumers evaluate products before purchasing (Wang & Tsai, 2014). This happens when consumers are satisfied with the products/services received from a provider of goods/services, it is very likely for consumers to make repurchases. Therefore, the hypothesis is obtained as follows.

H3: Brand Image has a positive and significant effect on resending intentions.

Research conducted by Anggitan (2013) shows that the quality of products has a direct positive influence with the intention of buying back both indirectly through Brand Image. Similarly, the results of research conducted by Thakur and Singh (2012), Andriadi and Untarini (2013), Saraswati (2014) found that the brand image in one of its dimensions has a significant influence that can shape the intention of re-purchasing consumers. Therefore, the research hypothesis is as follows.

H4: Brand Image plays a positive role in mediating the influence of product quality on re-purchase intentions..

## III. METHODS

The location of this research was conducted in Denpasar City, because it is the center of the economy in Bali and also has a dense population growth, namely with the number of last year's record data of 897,300 people in which the needs of the population are increasing ([www.bps.go.id](http://www.bps.go.id) accessed on May 8, 2019). The objects in this study are the influence of product quality (X) on Brand Image (M), the influence of product quality (X) on re-purchase intention (Y), influence of Brand Image (M) on re-purchase intention (Y), influence of Brand Image (M) Mediating product quality (X) and resending intention (Y). Product quality variables as exogenous variables were measured using five indicators from Dimiyati (2004:78-80) namely performance, reliability, durability, standards and design. Brand image variables as mediation variables are measured using three indicators from Aris Ananda (2011:10) namely brand recognition, good reputation and relationship between brands and consumers. Repurchasing intention variables as endogenous variables measured using four indicators from Chinho and Watcharee (2014) namely Repurchases, Product purchases, Product recommendations and Product anticipation

The population in this study are consumers in Denpasar City. who have already purchased or consumed POCARI SWEAT isotonic beverage products. The sample determination method used in this study was non probability sampling. The number of samples used from questionnaires to respondents is as many as 12 indicators so that by using estimates based on the number of parameters obtained the sample size of 60 to 120 respondents. So, the respondents taken in this study as many as 120 respondents. This study used questionnaires as a data collection tool. To find out whether or not a data is feasible, it is necessary to perform a validity test and reliability test. The data analysis technique used is path analysis..

#### IV. RESULTS AND DISCUSSION

The gender classification of respondents in this study was dominated by men at 70.8 percent when compared to the percentage of respondents who were female at only 29.2 percent. The distribution of this questionnaire can mean that male consumers are more aware of information about POCARI SWEAT isotonic beverage products and tend to repurchase more than once. Judging from the age criteria, respondents aged 22 to 26 dominated compared to other age ranges with a percentage of 41.7 percent, followed by the age range of 27 to 31 years, namely 19.2 percent. This result means that consumers of POCARI SWEAT isotonic beverage products in Denpasar city are dominated by people of productive age who have worked with a minimum level of high school education / equivalent.

The results of the line analysis calculation in this study showed the total determination value of 0.895 means that 89.5 percent variation in the intention of re-purchasing POCARI SWEAT brand isotonic beverage products in Denpasar city is influenced by variations in product quality and Brand Image, while the remaining 10.5 percent is influenced by other factors not included in the research model. The results of the path coefficient on the research hypothesis can be described in Figure 1

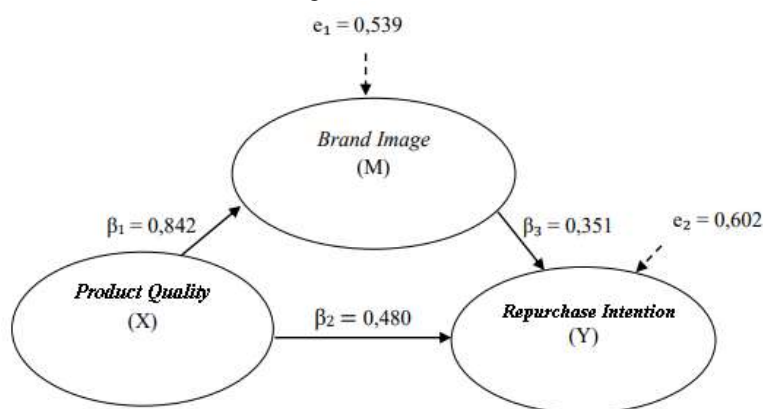


Figure 1. Path Analysis Results

Based on the results of the analysis of the influence of product quality on the brand image, obtained a beta coefficient value of 0.842 which means there is a positive direction and a significance value of 0.000 which is less than 0.05 means a significant influence. These results indicate that H is rejected and H1 is accepted so that the quality of the product has a positive and significant effect on the Brand Image. That is, if the quality of POCARI SWEAT isotonic beverage products is high then the brand image level of the product will be higher. The results of this study are in line with wahid (2016) and Nuraini (2015) research which explained that high product quality reflects good brand image.

Based on the results of the analysis of the influence of product quality on re-purchase intentions, obtained a beta coefficient value of 0.480 which means a positive direction and a significance value of 0.000 which is less than 0.05 means a significant influence. These results indicate that H is rejected and H2 is accepted so that the quality of the product has a positive and significant effect on the re-purchase intention. That is, if the quality of POCARI SWEAT isotonic beverage products is high then the intention of re-purchasing consumers on the product will be higher. The results of this study strengthen the research of Freida (2012), Basrah and Arifin (2012) which showed that the quality of products has a positive and significant effect on re-purchase interest.

Based on the results of the analysis of the influence of brand image on re-purchase intentions, obtained a beta coefficient value of 0.351 which means a positive direction and a significance value of 0.001 which is less than 0.05 means a significant influence. These results indicate that H was rejected and H3 was accepted so that Brand Image had a positive and significant effect on restiation intentions. That is, if the brand image level of POCARI SWEAT isotonic beverage products is high then the intention of re-purchasing the product will be higher.

Based on Figure 1 it can be seen that the quality of the product has a direct influence on the re-purchase intention and indirect influence through the Brand Image. The amount of indirect influence coefficient can be calculated by multiplying the path coefficient from product quality to Brand Image with a path coefficient from Brand Image to restiation intention of  $0.480 \times 0.351 = 0.168$ . The result of indirect influence coefficient is smaller than direct influence ( $0.168 < 0.842$ ), so it can be said that Brand Image variable is as mediation variable in mediating the influence of product quality variable terhadap variable res buy-out intention.

The value z calculates 3.3295 which means it is greater than the z value of the table ( $3.3295 > 1.96$ ). This result means that Brand Image is able to mediate the influence of product quality on re-purchase intentions. Therefore, H4 which states that Brand Image plays a positive role in mediating the influence of product quality

on re-purchase intentions is accepted. The results of this study are in accordance with the research of Saraswati (2014) and Andriadi and Untarini (2013) which stated that the brand image in one of its dimensions has a significant influence that can shape the intention of re-purchasing consumers.

## V. CONCLUSION

The conclusion of this research is: 1) Product quality has a positive and significant effect on re-purchase intentions; 2) Product quality has a positive and significant effect on brand image; 3) Product quality has a positive and significant effect on brand image; and 4) Brand Image mediates the influence of product quality on re-purchase intentions..

The advice for Pocari Sweat Company is to review and improve the quality given in the content of POCARI SWEAT isotonic drinks so as to maintain consumer confidence in the quality of these products. In addition, the Company should increase attention to the factors that affect the Brand Image because when the image of the POCARI SWEAT brand is increasingly reliable and widely known in the community then consumers are less likely to hesitate to buy the product and the possibility to make a buyback. The company should maintain the consistency of POCARI SWEAT isotonic beverage content so that they will remain faithful to buy and consume POCARI SWEAT isotonic drinks even though there are many other isotonic beverage products. POCARI SWEAT company must be intensive in issuing advertisements and promotions to attract consumers and increase the level of trust in its products, that the product can increase body ions and increase body immunity, so that the brand image is irreplaceable by other products.

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