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The Role of Brand Image Mediates The Effect of Product Quality on Repurchase Decision of Gulu Gulu Drink in Denpasar City

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ABSTRACT: Quality products will provide satisfaction for consumers and encourage consumers to make repurchases. Previous research still shows inconsistencies in results, it is suspected that there are variables that mediate the effect of product quality on repurchase decisions, namely brand image. This study aims to explain the role of brand image in mediating the effect of product quality on repurchase decisions made at the Gulu Gulu beverage company in Denpasar City by conducting a pre-survey to 20 respondents. This research is a causal associative research. The data in this study were collected using a questionnaire survey and measured using a Likert scale. The sample was determined using purposive sampling of 110 people. The data analysis technique used is descriptive statistics and inferential statistics including classical assumption tests and path analysis. This research shows that product quality and brand image have a positive and significant effect on repurchase decisions, and product quality has a positive and significant effect on the brand image of Gulu Gulu drinks in Denpasar City and the role of brand image in mediating the effect of product quality on repurchase decisions is partial mediation.

Keywords: Product Quality, Brand Image, Repurchase Decisions

I. INTRODUCTION

Entering the 4.0 era where the development of science and technology is increasingly rapid, bringing changes to the economic sector, especially business and business development. In an era like this, companies are faced with many new competitors offering similar products with various advantages in order to win consumer buying interest. Jaya and Suparna (2018) state that in order to survive and develop, a company needs to understand consumer behavior in order to be able to generate repeat purchases by consumers so that in the end it can compete with other companies. Companies must also develop an understanding of the factors that influence a consumer in making purchasing decisions and how they behave after purchasing a product (Prastiwi, 2013).

A consumer buys a product not only getting a product that can meet his needs, but the consumer wants to get an experience from the product. The experience of buying a product is a special value for consumers (Sofia, 2013). Research conducted by Cho, et al. (2002) found that after making a purchase, consumers will evaluate the purchasing experience which will have an influence on the consumer's repeat purchase interest. Repurchase is a purchase that has been made by a buyer for the same product and will repurchase for the second or third time (Private and Irawan, 2008: 26). Consumer repurchase decisions are accompanied by important factors that influence it, one of which is product quality. If the quality of the product received is higher than expected, the perceived quality of the product will satisfy consumers. This statement is in line with the results of a pre-survey that has been conducted that consumers' purchase of Gulu Gulu drinks is triggered by the quality of the products they have, which is related to their distinctive taste.

Product quality is the overall characteristics, the nature of a product or service that affects the ability to satisfy expressed or implied needs (Kotler, 2006: 6). Improving the quality of a product can be one of the strategies companies use to create added value in attracting the attention of consumers (Saraswati and Rahyuda, 2017). Kotler and Armstrong (2003: 152) in Musanto (2004) state that quality products have an important role in shaping consumer satisfaction. The satisfaction that has been created will provide benefits for the company in the form of a good relationship between the company and its customers, so that they will then show higher buying opportunities in the next opportunity (Kotler, 1997: 176). This sense of satisfaction is the basis for consumers to make purchases for the same product and make consumers loyal to the company.

Zulfady (2012), Astiani (2014), Setyaningrum and Nora Jasar (2019) in their research found that product quality had a positive and significant effect on re-purchase decisions. This means that the higher the

quality of the product, the higher the level of the re-purchase decision. However, a different thing was found in research conducted by Supriyadi, et al. (2016) and Palma and Andjarwati (2016) where the product quality partially had no effect on repurchase decisions. The results of research on the effect of product quality on repurchase decisions still show inconsistent results, it is thought that there are variables that can mediate the effect of product quality on re-purchase decisions. Consumers in using or consuming a product always consider the brand image or brand image of the product they want to buy. The bubble tea drink known as the GuluGulu brand is a product of a tea-based beverage manufacturer from Taiwan, namely the Sour Sally Group. This drink is actually not a native Indonesian drink, but the taste of this drink is suitable and has blended with the Indonesian tongue (Astuti, 2020).

A brand image is a representation of the overall perception of a brand and is formed from information and past experiences with the brand. The influence of the brand image of a product is related to consumer beliefs and preferences for a product brand. The brand image inherent in consumers is very different from one consumer to another, because consumers have different demographic characteristics (Widyantari and Suparna, 2016). Ogilvy and Mather in Andreani et al., (2012) found that a strong brand image will make customers make repeated purchases. Prastiwi (2013) found that brand image has a positive and significant effect on repurchase decisions. Furthermore, the relationship between product quality and brand image was found by Nuraini and Maftukhah (2015) where good product quality will provide good trust and perception (image) to consumers in the users of the product which then motivates consumers to make decisions. purchase. This is supported by research conducted by Saraswati and Rahyuda (2017), who found that product quality has a positive and significant effect on brand image. Consumers tend to be confused when facing similar products on the market, so that consumers use the brand image of a product or company as the basis for a person's reasons for buying (Tulipa and Muljani, 2015). Consumers will collect brand information for a product from various sources around them such as colleagues, friends and family and finally will decide on a choice of a product to buy (Ling, et al., 2014).

	Questions	Percentage	
		Yes	No
1	Did you buy GuluGulu drinks because they were popular?	80%	20%
2	Do you feel proud to buy and consume GuluGulu drinks?	55%	45%
3	Did you buy a GuluGulu drink because it has a distinctive taste?	50%	50%
4	Are you going to buy back the GuluGulu drink?	55%	45%
5	Do you prefer GuluGulu drinks over other similar drinks?	50%	50%
6	Have you ever heard negative comments about the GuluGulu drink?	40%	60%
7	Do you know the GuluGulu drink from your partner?	70%	30%

Source :Data processed, 2019

The pre-survey results prove that the factors that cause consumers to decide to buy GuluGulu products are because they have high popularity and cause consumers to feel proud when buying and consuming them. It can be explained that through the pre-survey that has been carried out there are still problems regarding taste, conformity to consumer tastes, there are still consumers who do not want to buy back, the decision to prefer *GuluGulu* drinks over similar products, negative comments are still found regarding GuluGulu drinks. Whereas research conducted by Moly (2014) found that the variable brand image and product quality together (simultaneously) have an influence on consumer purchasing decisions. This means that the higher the quality of the product accompanied by a good brand image, it will affect the consumer's repurchase decision.

II. CONCEPTUAL MODEL AND HYPOTHESIS

The quality of a product affects future repurchase decisions. According to Aaker (2008) in Wulansari (2013), one of the values that can be generated from a good quality is a reason to buy. Research conducted by Yunus (2019), Setyaningrum and Nora (2019), Faradiba (2013) found that product quality affects repeated purchasing decisions. This is supported by research conducted by Astiani (2014) which found that product quality has a positive and significant effect on consumer repurchases at the Harapan J2 coffeeshop in Palu City. Furthermore, research conducted by Setyaningrum and Nora Jasar (2019) also found the same thing where product quality partially has a positive and significant effect on repurchase decisions. Therefore, product quality is something that is important in the marketing of a product that is carried out by the company. When consumers already believe in a brand, consumers will increase their trust in the product. This has a positive impact on consumer attitudes and behavior to make repurchases.

H₁: Product quality has a positive and significant effect on repurchase decisions

According to the theory from Kotler (2015: 72) which states that quality or quality is one of the product attributes that directly influence consumer impressions. The creation of a positive brand image can be caused by the quality of the products offered and can meet the needs and desires of the wearer with high effectiveness. Product quality is one of the important variables that affect brand image. Improving product quality is one way to maintain this brand image. Research conducted by Ridho and Suharyono (2017) found that the quality of a product has a positive influence and impact on the product's brand image. Likewise, the findings of Noerchoidah (2013), Nurdianto and Yuniati (2013), Nuraini (2015), Saraswati and Rahyuda (2017) which show that there is a positive and significant influence between product quality on brand image. This means that the quality of a given product will have an impact on the image of a product and the company itself. The better the product quality, the better the brand image of a company. Good product quality will provide trust and good perception (image) to consumers in using these products (Nuraini and Maftukhah, 2015).

H₂: Product quality has a positive and significant effect on brand image

According to Andreani et al., (2012: 65), a positive brand image greatly affects repurchase because a strong brand image can cause consumers to be loyal. This is also supported by the research of Ogilvy and Mather (in Andreani et al., 2012: 65) who found that a strong brand image can make customers make repurchases. Research conducted by Zulfadly (2012) found that brand image has a positive effect on consumer behavior in making decisions to make repurchases. Another study conducted by Rahmadhan (2017) found that brand image has a significant influence on repurchase decisions. When consumers have a good perception of a product brand, the repurchase decision is also good or high. The same thing was found by Prastiwi (2013) where brand image has a positive and significant effect on repurchase decisions. Brand image has a very important role because it can distinguish a company or similar products. Without a strong and positive brand image, it is very difficult for companies to attract new customers and retain existing ones, or what is often referred to as consumer loyalty which is shown through repurchases of a product at a particular company.

H₃: Brand image has a positive and significant effect on repurchase decisions

The role of brand image in mediating product quality on repurchase intention shows that brand image mediates the effect of product quality on repurchase intention (Santika and Mandala, 2019). Furthermore, Santika and Mandala (2019) in their research revealed that brand image mediates the effect of product quality on repurchase intention partially or in other words, brand image strengthens the effect of product quality on repurchase intention. The results of this study support the findings of Anggitan (2013), Andriadi and Untarini (2013) and Aryadhe and Rasini (2016), Putri and Sukaatmadja (2018), namely that product quality through brand image has a positive and significant effect on repurchase intentions. This shows that a good brand image owned by a company will increase a positive perception of product quality, which in turn will encourage consumers to make repeat purchases.

H₄: Brand image mediates significantly the effect of product quality on repurchase decisions

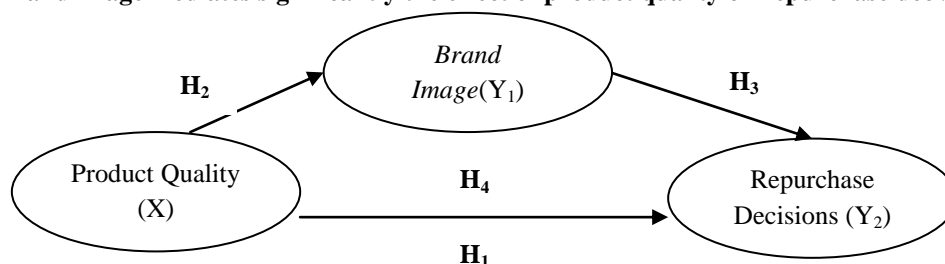


Figure 1. Conceptual Framework

III. RESEARCH METHODS

This type of research is a causal associative study which aims to determine the effect of the independent variable on the dependent variable using quantitative analysis techniques. This research was conducted in Denpasar City. Researchers chose Denpasar City to be the research location because Denpasar City is the center city of government in Bali Province. The population of this research is all people of Denpasar City who have bought and intend to re-purchase GuluGulu beverage products. The sample size of this study was determined as many as 110 respondents with a non-probability sampling method, namely purposive sampling. The data collection method used a questionnaire survey and the data measurement method used a Likert scale. The data analysis technique used in this study is path analysis.

Table 2 Research Indicators

Variables	Indicators	Source
Product Quality (X)	1) Taste	Evirasanti et al., (2016), Canny(2013)
	2) Display	
	3) Menu variations	
	4) Food temperature	
Brand Image (Y ₁)	1) Having a positive image	WikramayanaandPramudana(2015), Dewi and Purnami (2019)
	2) Give a distinctive feature	
	3) Products are widely known	
Repurchase Decisions (Y ₂)	1) Transactional	Saidaniand Arifin (2012), Santikaand Mandala (2019)
	2) Referential	
	3) Preferential	
	4) Explorative	

Source :Previous research review and some adjustments.

a) Sub-Structural Equation1

$$Y_1 = \beta_1 X + e_1 \dots \dots \dots (1)$$

b) Sub-Structural Equation 2

$$Y_2 = \beta_2 X + \beta_3 Y_1 + e_2 \dots \dots \dots (2)$$

Information :

- X = product quality
- Y₁ = brand image
- Y₂ = repurchase decisions
- β₁ = Path coefficient X to Y₁
- β₂ = Path coefficient X to Y₂
- β₃ = Path coefficient Y₁ to Y₂
- e₁, e₂ = Error

IV. RESULTS AND DISCUSSION

Based on the results of research conducted on GuluGulu consumers, it can be seen that the characteristics of the respondents include gender, age and last education that has been completed, and the work is described in Table 3.

Table 3 Characteristics of Respondents			
	Characteristics of Respondents	Total	
		Person	Percentage
	Based on Gender		
1	Male	43	39.09%
2	Female	67	60.91%
	Total	110	100%

Based on Age			
1	16-20 years old	41	37.27%
2	21-25 years old	45	40.91%
3	26-30 years old	15	13.64%
4	31-35 years old	9	8.18%
5	> 35 years old	0	0
Total		110	100%
Based on the last education completed			
1	Senior High School	58	52.73%
2	Diploma III	17	15.45%
3	D IV/S1	30	27.27%
4	Postgraduate	5	4.55%
Total		110	100%
Based on Profession			
1	Student	39	35.45%
2	Private Employees	25	22.73%
3	Entrepreneur	20	18.18%
4	Government Employees	5	4.55%
5	Others	21	19.09%
Total		110	100%

Source :Research data, 2020

Based on Table 3, it can be seen that the market segmentation of GuluGulu drinks is women with an age range of 21-25 years who have completed education at the senior secondary level or are currently studying at university.

This study uses path analysis techniques in seeing the effect of the causal relationship of each exogenous variable consisting of product quality on endogenous variables consisting of brand image and repurchase decisions. This study also examines the role of the mediating variable, namely brand image, in mediating the relationship between career product quality and repurchase decisions.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3,672	1,311		2,800	0
Product Quality (X)	0,212	0,075	0,208	2,815	0
Brand Image (Y ₁)	0,742	0,092	0,597	8,086	0
R ² : 0,483					

Source :Primary Data, 2020

Based on the results of the path analysis in Table 4, the structural equation that is formed can be formulated as follows.

$$Y_2 = \beta_1 X + \beta_3 Y_1 + e_2$$

$$Y_2 = 0,208 X + 0,597 Y_1 + e_2$$

Product quality variables have a positive effect on repurchase decisions, meaning that there is a positive correlation between product quality and repurchase decisions which indicate a unidirectional relationship between product quality and repurchase decisions or in other words it can be interpreted that the better the product quality, the higher the purchasing decision. The variable brand image has a positive influence on repurchase decisions, meaning that there is a positive correlation between brand image and repurchase decisions which indicate a unidirectional relationship between brand image and repurchase decisions, or in other words, it means that the better the brand image you have, the higher repurchase decision.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	7,651	1,161		6,589	0
Product Quality (X)	0,275	0,074	0,335	3,698	0
$R^2 : 0,112$					

Source :Primary Data, 2020

Based on the results of the path analysis in Table 5, the structural equation that is formed can be formulated as follows.

$$Y_1 = \beta_2 X + e_1$$

$$Y_1 = 0,335 X + e_1$$

The product quality variable has a positive effect on brand image, meaning that there is a positive correlation between product quality and brand image which indicates a direct relationship between product quality and brand image or it can be explained that the better the product quality, the better the brand image it has.

In testing the value of the coefficient of determination (R^2), the value of each coefficient of determination for structure 1 and structure 2 will be seen and the value of each error variable in each structure with the aim of compiling the final path diagram model. Following are the results of the calculation of the error variable values for each structure.

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,483} = 0,719$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,112} = 0,942$$

In calculating the effect of error (e), the results for the effect of structural error 1 (e_1) are 0.719 and the effect of structural error 2 (e_2) is 0.942. Furthermore, the total coefficient of determination will be calculated as follows:

$$\begin{aligned} R^2_m &= 1 - (e_1)^2 (e_2)^2 \\ &= 1 - (0,719)^2 (0,942)^2 \\ &= 1 - (0,517) (0,887) \\ &= 1 - 0,459 = 0,541 \end{aligned}$$

In the calculation of the total coefficient of determination, the total value of determination is 0.541, meaning that 54.1 percent of the variation in the decision to re-purchase GuluGulu drinks in Denpasar City is influenced by variations in product quality and variations in brand image, while the remaining 45.9 percent is influenced by other factors not included in research model or outside the research model.

Sobel Test:

The sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable which is mediated by the mediator variable. If the Z calculation value is greater than 1.96 (with a confidence level of 95 percent), then the mediator variable is considered to significantly mediate the relationship between the dependent variable and the independent variable.

$$Sab = \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}$$

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

Information :

$$a = 0,208$$

$$S_a = 0,092$$

$$b = 0,597$$

$$S_b = 0,074$$

$$Sab = \sqrt{((0,597)^2(0,092)^2) + ((0,208)^2(0,074)^2) + ((0,092)^2(0,074)^2)}$$

$$Sab = \sqrt{0,003055}$$

$$Sab = 0,055$$

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

$$Z = \frac{(0,208)(0,597)}{0,055}$$

$$Z = \frac{0,124}{0,055}$$

$$Z = 2,25$$

The calculated Sobel test results show that the z coefficient value is $2.25 > 1.96$ which indicates that H_0 is rejected and H_1 is accepted. These results can be interpreted that the brand image variable is able to mediate the effect of the variable product quality on repurchase decisions.

Table 6 Direct Effect, Indirect Effect of Product Quality (X), on Brand Image (Y₁) and Repurchase Decisions (Y₂)

Variable Effect	Direct Effect	Indirect Effect Through Y ₁	Total Effect
Product Quality → Brand Image → Repurchase Decisions	0,208	0,2	0,408
Brand Image → Repurchase Decision	0,597		0,597
Product Quality → Brand Image	0,335		0,335

Source :Primary Data, 2020

Table 6 shows the summary results of the value of each path of direct and indirect influence between variables as well as the error value in each structural equation generated through path analysis techniques. The following will describe the meanings of the values in Table 6.

- The effect of product quality on repurchase decisions
Research conducted on GuluGulu Beverages in Denpasar City on the effect of product quality on repurchase decisions shows that product quality has a direct effect on repurchase decisions of 0.208.
- The effect of product quality on brand image
Research conducted on GuluGulu Beverages in Denpasar City on the effect of product quality on brand image shows that product quality has a direct effect on brand image of 0.335.
- The effect of brand image on repurchase decisions
Research conducted on GuluGulu Drinks in Denpasar City about the effect of brand image on repurchase decisions, it was found that the brand image had a direct effect on the repurchase decision of 0.597.
- The role of brand image mediates the effect of product quality on repurchase decisions
Research conducted on GuluGulu Beverages in Denpasar City on the role of brand image mediating the effect of product quality on repurchase decisions shows that product quality has a direct and indirect effect through brand image on repurchase decisions with coefficient values of 0.208 and 0,2 so the total effect magnitude is 0.408.

The Effect of Product Quality on Repurchase Decisions

The effect of product quality with the repurchase decision in this study obtained a coefficient β_1 of 0.208 with a significant level of $0.000 \leq 0.05$, so that H_1 was accepted and H_0 was rejected, which means that product quality had a positive and significant effect on re-purchase decisions. Therefore, the better the product quality offered by the company, which in this case is a GuluGulu beverage product company in Denpasar City, to customers, the higher the decision to buy GuluGulu beverage products in Denpasar City.

The respondent's assessment in the study which is presented in the variable description shows that the quality of the GuluGulu beverage product is categorized as good. It can be explained that the decision to re-buy by consumers of GuluGulu drinks is related to the quality of the product that is able to meet the expectations of its consumers, it is evident from the assessment of product quality that consumers feel that GuluGulu beverage products have characteristics, according to their tastes, have menu variations and an attractive appearance. There is one indicator that gets the respondent's assessment lower than the average value of 3.85, namely the statement "GuluGulu Drinks have an attractive appearance" which is 3.69 which is still in the good category, meaning that good product quality according to consumers is a good product. has an attractive appearance.

The results of this study are in accordance with the opinion expressed by Aaker (2008) in Wulansari (2013), namely that one of the values that can be generated from a good quality is a reason to buy. This result is supported by the existence of an assessment of the consumer's re-purchase decision on GuluGulu drinks in Denpasar City which are categorized as high. The results of this study are also in line with the results of

previous studies conducted by Yunus (2019), Setyaningrum and Nora (2019), Faradiba (2013) which state that product quality affects repeated purchasing decisions.

The Effect of Product Quality on Brand Image

The effect between the variable product quality and brand image in this study obtained a coefficient of β_2 of 0.335 with a significant level of $0.000 \leq 0.05$, so H_1 was accepted and H_0 was rejected, which means that product quality had a positive and significant effect on brand image. Therefore, the better the quality of the products offered by the company, which in this case is a GuluGulu beverage product company in Denpasar City, to customers, the better the perception of customers or the public toward the brand image of GuluGulu beverage products in Denpasar City.

The respondent's assessment in the study which is presented in the variable descriptions shows that the quality of the GuluGulu beverage product is categorized as good. This can be explained because good product quality will create a good brand image for the company. The good quality of GuluGulu beverage products is reflected in the taste it has, its attractive appearance, the large selection of menus and drinks that are served according to consumer tastes. There is one indicator that gets the respondent's assessment lower than the average value of 3.85, namely the statement "GuluGulu Drinks have an attractive appearance" which is 3.69 which is still in the good category, meaning that good product quality according to consumers is a good product. has an attractive appearance.

The results of this study are in line with the opinion expressed by Kotler (2015: 72) which states that quality or quality is one of the product attributes that directly affect consumer impressions. This impression can be seen from the respondent's assessment that they have never heard negative comments about GuluGulu drinks. The impression of consumers on GuluGulu drinks in Denpasar City is related to the efforts made by the company to present good quality products. The research results obtained in this study are in line with research conducted by Ridho and Suharyono (2017) which states that the quality of a product has a positive influence and impact on the product's brand image itself. Likewise, the findings of Noerchoidah (2013), Nurdianto and Yuniati (2013), Nuraini (2015), Saraswati and Rahyuda (2017) which show that there is a positive and significant influence between product quality on brand image.

The Effect of Brand Image on Repurchase Decisions

The effect between the brand image variable and the repurchase decision in this study obtained a β_3 coefficient of 0.597 with a significant level of $0.000 \leq 0.05$, so that H_1 was accepted and H_0 was rejected, which means that brand image had a positive and significant effect on repurchase decisions. Therefore, the better the brand image that is owned by the company which in this case is a GuluGulu beverage product company in Denpasar City, the higher the decision to buy GuluGulu beverage products in Denpasar City will be even higher.

The respondent's assessment in the study presented in the variable descriptions shows that the brand image of GuluGulu drinks is categorized as good. It can be explained that the brand image created is an effort that has been made by the company, besides that consumers who have purchased GuluGulu beverage products in Denpasar City also play a role in creating this brand image considering that respondents in this study indicated their opinion that they had never heard negative comments. From consumers who have purchased products, GuluGulu beverage products are well known by the public as well as product that have distinctive characteristics when compared to similar competing companies. There is one indicator used to measure repurchase decisions whose value is lower than the average of 3.94, namely the statement "I want to find out about the latest product information that GuluGulu is sharing through the official social network account belonging to GuluGulu drinks" which is 3.86 which can be categorized as high, meaning that consumers of GuluGulu drinks have an interest in obtaining information from social networks owned by the GuluGulu beverage company.

The results of this study are in accordance with the opinion expressed by Andreani et al., (2012: 65) which states that a positive brand image greatly influences repurchase because a strong brand image can cause consumers to be loyal. Consumer loyalty to GuluGulu drinks in Denpasar City can be seen from the high repurchase decisions by consumers. This result is also consistent with previous research conducted by Zulfadly (2012), which found that brand image has a positive effect on consumer behavior in making decisions to make repeat purchases. Another study conducted by Rahmadhan (2017) found that brand image has a significant influence on repurchase decisions.

The Role of Brand Image Mediates The Effect of Product Quality on Repurchase Decisions

The role of the brand image variable mediates the effect of product quality on repurchase decisions in this study through the Sobel test, which scores 3.85 which is greater than 1.96 so that H_1 is accepted and H_0 is rejected, which means that brand image significantly mediates the effect of product quality on repurchase decision. Therefore, the higher the quality of the products served by the Gulu Gulu beverage company in Denpasar City, the better the brand image owned by the company, furthermore with the better brand image owned by the company, the decision to repurchase Gulu Gulu beverage products in Denpasar City. Will get higher. The results of this study are in accordance with the findings obtained in research conducted by Anggitan (2013), Andriadi and Untarini (2013) and Aryadhe and Rasini (2016), Putri and Sukaatmadja (2018) and Santika and Mandala (2019), namely product quality through brand image has a positive and significant effect on repurchase intention.

V. CONCLUSION

Product quality has a positive and significant effect on repurchase decisions. This means that the better the quality of the product offered by the company, the higher the decision to repurchase the product. Product quality also has a positive and significant effect on brand image. This means that the better the product quality offered by the company, the product brand image will be the better. Brand image has a positive and significant effect on repurchase decisions. This means that the better the brand image the company has, the higher the repurchase decision will be. Brand image mediates significantly the effect of product quality on repurchase decisions. This means that the higher the quality of the product served, the better the brand image it has, then the better the brand image that is owned, the higher the decision to repurchase.

The indicator of consumer readiness in providing recommendations for buying Gulu Gulu beverage products is considered low by respondents, for this reason the company must be able to make efforts such as involving consumers in social media to interact on the company's official account in order to increase consumer willingness to recommend its products. Indicators of product display get low value from consumers, for that the company must be able to make innovations related to displays such as packaging, presentation of products that can visually attract attention so that consumers continue to buy their products. Respondents assess product range indicators and comments on products, therefore the company must be able to make efforts to increase promotion so that its products are better known through social networks, radio broadcasts and so on so that the company is able to get new customers. For the next researcher, it is hoped that it can improve the quality of research by expanding the scope of research and adding several other variables. For example, customer satisfaction, marketing mix, and price perception. In addition, researchers can also test this model in other companies and different industries. Further researchers can also conduct longitudinal research using existing samples in this study to see if there are changes to the repurchase decision mediated by the brand image of Gulu Gulu drinks.

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