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The Role of Brand Image in Mediating The Effect of Word of Mouth on Repurchase Intentions (empirical study at a casual Dining Restaurant in Bali)

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ABSTRACT : This research was conducted at a casual Dining Restaurant in Bali (Nuri's Waung Ubud) with 105 respondents. The sampling method used in this study was purposive sampling. The analysis technique uses path analysis and single test. The results show that word of mouth has a positive and significant effect on repurchase intention, word of mouth has a positive and significant effect on brand image, brand image has a positive and significant effect on repurchase intention, brand image is able to mediate the effect of word of mouth on repurchase intention. back. The restaurant is expected to improve the quality of cuisine, reduce prices or provide discounts, provide the best service and on time delivery of food and are always swift in handling complaints from consumers will make consumers feel appreciated and do not make consumers wait long, this will make consumers feel satisfied and comfortable at Nuri's Warung

Keywords: *brand image, word of mouth, repurchase intention*

I. INTRODUCTION

Most people really want to build business, both as a permanent business and as a side business that can be easily managed by. Seeing the circumstances and the existing reality, the restaurant business is a very promising business and will provide very lucrative benefits. Culinary business is human effort that is related to the provision of other people's preferences in the food sector. The current rapid development in the food business sector is already growing, this is an encouragement for business people in the food sector, they must be able to take advantage of all the potential and opportunities that exist (Lucas & Sines, 2019).

The food business (culinary) is an everlasting effort, because everyone needs to eat and drink in his life, so it can be ascertained that food business is always needed by everyone. A food business that is currently well-known is Naughty Nuri's Warung Ubud, one of the places that sells grilled ribs (Ribs). Ubud can be said to be a crowded area visited, Ubud is not only famous for its tourism and cultural arts, Ubud also provides many kinds of places to eat or restaurants that are crowded with tourists, one of which is Nuris Warung which is located on Jalan Raya Sanggingan, Ubud, which is famous for selling grilled ribs (Ribs), also provides mashed potatoes, crispy chips, while the grill menu includes spare ribs from pork, BBQ chicken, beef steak, beef tenderloin, beef burger, and also Indonesian food as well as providing drinks such as bottled tea, aqua and beer. Information that consumers have received about products sold by Nuri's Warung will cause repurchase intentions.

Repurchase intention from buyers is important for Nuri's Warung to increase its brand image. The success of a company can be seen from the behavior of repeat purchases from its customers, with the behavior of repeat purchases from customers that can help it survive against its competitors, so that the intention to repurchase from consumers must be the main focus for Nuri's Warung. Repurchase intention is the desire to repurchase due to satisfaction with the product or service they get. Consumer behavior after buying a product or service is to feel a certain level of satisfaction or dissatisfaction so that the results have an impact on consumer action whether to repurchase or move to another company. When consumers are satisfied, they will show a higher probability of buying or using the product or service again, Herjanto & Amin (2020) Repurchase intention is a repurchase intention that is based on experience telling others about their experiences, thereby attracting other people to come to the place. (Moriuchi & Takahashi (2016) states that satisfied consumers will make repeat purchase in the future and also inform others about the products or services they feel. If the quality of service from Nuri's Warung is less than expected, then consumers will feel disappointed, but if Nuri's Warung has the quality of service that matches expectations, consumers will feel happy.

The key to a company's success is very much dependent on its success in satisfying the needs of its consumers. When consumers are satisfied, the customer or consumer will make repeated purchases and promote

word of mouth to relatives or colleagues. Consumers will tell about their experiences using the services of a particular company, or even to the stage of recommending these products or services to others. Consumers have the opportunity to do word of mouth on satisfaction with the use and experience of the services that have been used. Word-of-mouth communication, basically is a message about the services of a company, or about the company itself, in the form of comments about performance, friendliness, honesty, speed of service and other things that are felt and experienced by someone that is conveyed to others (Kim et al., 2018). Consumers sometimes trust recommendations and comments from someone who have bought before more than they trust advertisements. Word of mouth arises from other people who describe their personal experiences, so that information is much clearer than advertisements, meaning that word of mouth can increase consumer assessment of brand image (Pertiwi & Sukawati, 2017).

The emergence of repurchase intention at Nuri's Warung, apart from hearing information by word of mouth through relatives or colleagues, repurchase intention also arises from the brand image. How brands can shape consumer perceptions so that consumers carry out marketing communication activities. A good brand image will form a positive word of mouth, this reason is what encourages companies to strengthen their brand position in order to create a good brand image and sticks firmly in the minds of consumers because through the brand image consumers are able to recognize a product, evaluate quality, reduce the risk of repurchase and obtain experience and satisfaction of certain product differentiations (Goh et al., 2016). A place to eat that has a strong brand image will be able to compete and dominate the market (Randi, 2016). The advantages of a place to eat can be supported by a brand. A strong brand image can make consumers make purchases repeatedly (Aregawi, 2018). Izzudin & Novandari (2018) also states that brand image has an effect on repurchase intention. Many studies also support this statement, such as research conducted by Wijaya & Astuti (2018) which states that there is a significant relationship between brand image and repurchase intention.

Based on the results of the pre-survey conducted on 15 respondents, it can be explained that from (word of mouth) 15 respondents surveyed, there were 13 respondents who answered that they knew Nuri's Warung products from other people and 2 other respondents answered no, while from brand image, as many as 11 respondents answered that they felt more comfortable at Nuri's Warung than in other places, while 4 other respondents answered no, while from (repurchase intention) 12 respondents answered that they wanted to repurchase Nuri's Warung products in the future and 3 respondents said no. Based on the results of the pre-survey, it was proven that most consumers stated that the reason for their repurchase intention was due to the influence of word of mouth and brand image.

The current phenomenon of consumer repurchase intention is evidenced by the attitude of a person who will trust the opinions of other people who have experience with a product more than advertisements and media launched by companies (Laksmi & Oktafani, 2016). Word of Mouth in this case, can have a strong influence on the perception of brand image and consumer consideration of a product and in the end will influence consumers in making decisions to buy or use a product or service (Gunawan et al., 2016). A brand that is already in the customer's heart will cause the customer to continue purchasing. A word of mouth communication will greatly affect consumers who are interested in suggestions from people who have experience with these products so that they have consumer repurchase intentions.

Increasing consumer repurchase intention is of course a difficult task for Nuri's Warung. Nuri's Warung is a place to eat that provides a variety of dishes, one of which is grilled ribs and other Indonesian food. Nuri's Warung is currently facing competition between similar food businesses, in facing this competition, Nuri's Warung must have a strategy in its marketing efforts, for marketing success, every place to eat certainly wants its customers to remain loyal, not move and make repurchases. Nuri's Warung also seeks to make the community as consumers have the intention to make purchases at Nuri's Warung. Through the brand image, Nuri's Warung hopes to form good word of mouth so that it can cause or even increase a consumer's intention to make a purchase at Nuri's Warung.

Based on the research gap on the effect of word of mouth on repurchase intention, research conducted by Ruswanti et al. (2020) show that word of mouth has a positive effect on repurchase intention. According to Alwashdeh et al. (2019), word of mouth communication has a positive effect on brand image. Surianto et al. (2020) also suggests a similar thing, where the brand image variable has a significant effect on repurchase intention. The higher the brand image, the higher consumer's repurchase intention. Different results were found in a study conducted by Vigripat & Chan (2017) which stated that there was no significant effect between brand image on repurchase intention. Zarei & Kazemi (2014) found no influence between word of mouth and repurchase intention.

II. HYPOTHESIS DEVELOPMENT

Pamenang & Susanto (2016) show that word of mouth has a positive effect on repurchase intention, and is reinforced by Widjaja (2016) Electronic word of mouth has a significant positive effect on repurchase intention.

H1: Word of mouth has a positive and significant effect on repurchase intention.

Good information conveyed through word of mouth communication will form a good image perception in the minds of consumers, and conversely the product will be less memorable if there are bad words from word of mouth. Sari & Yuniati (2016) state that brand image is positively influenced by word of mouth. Wilopo & Kurniawan (2016) proved that word of mouth has a positive influence on the brand image of a product

H2: Word of Mouth has a positive and significant effect on brand image

Sari (2017) states that brand image has a positive and significant effect on repurchase intention. Aryadhe & Rastini (2016) found that product quality through brand image has a positive and significant effect on repurchase intention. The higher the brand image, the higher the consumer's interest in repurchase intention, with this good brand image helps people make decisions to transact with that brand. Because they already believe in a good reputation, of course, people don't buy just once, but many times.

H3: Brand image has a significant positive effect on repurchase intention

Rumahak & Rahayu (2016) who found the mediating effect of brand image between word of mouth and repurchase intention. Iswara & Jatra (2017) found that brand image was able to mediate the relationship between word of mouth and repurchase intention

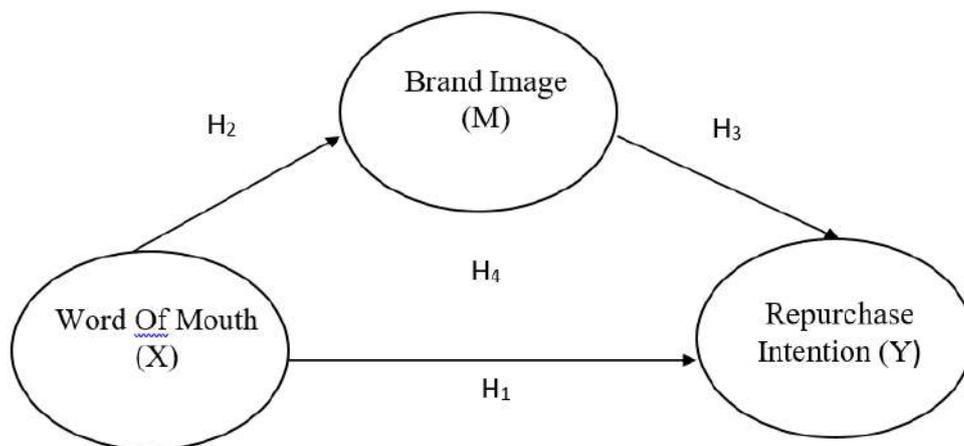
H4: Brand image can significantly mediate the effect of word of mouth on repurchase intention.

Fig. 1 Conceptual framework

III. RESEARCH METHODS

3.1 Research Design

This study uses a quantitative approach and is included in associative research. This research was conducted at Naughty Nuri's Warung Ubud, which is located at Jalan Raya Sanggingan, Kedewatan, Ubud. The choice of location for this study was based on problems regarding consumer repurchase intentions at Naughty Nuri's Warung Ubud. The sampling method used in this study was purposive sampling. This study was analyzed by multivariate analysis, the number of samples in this study were 15 indicators x 7 = 105 respondents with the following sampling criteria are at least graduated from high school. This consideration is used on the grounds that someone with a minimum high school education level or equivalent is expected to have understood this from the commissioner and Have made a purchase at Nuri's Warung before. The data collected in this study used a questionnaire and literature study. In this study, the inferential statistics used were path analysis and single test

3.2 Operational definition of the variable

3.2.1 Repurchase intention (Y)

Repurchase intention is consumer behavior in which consumers respond positively to the results obtained after consuming food from Nuri's Warung and intend to re-purchase the product. Indicators of repurchase intention are based on research conducted by (Soleha & Arifin (2017): 1) Transactional interest, 2) referential interest, 3) preferential interest, and 4) explorative interest. Consumers will consume or repurchase by considering the advantages of products and services. Consumers make purchases because they already believe when products and services provide many benefits.

3.2.2 Word of mouth (X)

Word of mouth is a communication that occurs by word of mouth about the quality of a product. Indicators of word of mouth according to research conducted by Yuly (2017): 1) Consumers know Nuri's Warung from other people or close relatives. 2) Consumers feel confident with the information provided.

Consumers trust information about Nuri's Warung that has been given by friends or relatives. 3) Consumers will persuade or invite people around them to buy the product concerned. 4) Always give positive comments to Nuri's Warung. 5) Proud to have bought at Nuri's Warung. 6) Know all of Nuri's Warung menus.

3.2.3 Brand image (Z)

A good brand image is very important for every company, to maintain its existence in the business world. Indicators of brand image based on research conducted by Dwiputranto (2017): 1) Recognition 2) Reputation 3) Affinity 4) Strength 5) Uniqueness

IV. RESULTS AND DISCUSSION

Table 1. Sub structural Path Analysis 1

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.514	1,830		3,560	0,001
Word of mouth	0,563	0,077	0,583	7,292	0,000
R Square	0,340				
F Statistik	53,168				
Sig. Uji F	0,000				

Table 1 indicate, The value of β_1 is 0.583 which has a positive and significant effect on repurchase intention, this shows that if the word of mouth variable increases, repurchase intention at Nuris's Warung will increase by 0.583. The influence of the independent variables on the dependent variable as indicated by the total determination value (R square) of 0.340 means that 34.0 percent of the variation in repurchase intention is influenced by word of mouth while the remaining 66.0 percent is explained by other factors that are not included in the model.

Table 2. Sub structural Path Analysis 2

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.693	1.403		3.345	0.001
Word of mouth	0.159	0.069	0.214	2.309	0.000
Brand image	0.385	0.071	0.501	5.398	0.000
R Square	0.421				
F Statistik	37.156				
Sig. Uji F	0,000				

Table 2 indicate, The β_2 value of 0.214 means that word of mouth has a positive and significant effect on brand image, if the word of mouth variable increases, the brand image variable in Nuri's Warung will increase by 0.214. The β_3 value of 0.501 means that the brand image has a positive effect on repurchase intention, this means that if the brand image variable increases, the repurchase intention variable at Nuri's Warung will increase by 0.501. 0.421 means that 42.1 percent of the variation in repurchase intention is influenced by word of mouth and brand image, while the remaining 57.9 percent is explained by other factors in the model. The total determination value of 0.617 means that 61.7 percent of the repurchase intention variable is influenced by the word of mouth and brand image variables, the remaining 38.3 percent is explained by other factors outside the model formed.

To test the significance of the indirect effect, the Z value of the ab coefficient is calculated by the following formula.

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

$$Sab = \sqrt{0,385^2 0,077^2 + 0,563^2 0,071^2}$$

$$Sab = 0,057$$

$$ab = 0,563 \times 0,385$$

$$ab = 0,216$$

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

$$Z = 3,78$$

4.1 Word of Mouth on Repurchase Intentions

The significance probability value is 0.000 and the beta coefficient value is 0.583 and the t value is 7.292 with a significance level of $0.000 < 0.05$, then **H1 is accepted**. This result means that word of mouth positively and significantly influences repurchase intention. The results of this study indicate that word of mouth has a positive and significant effect on repurchase intention. If word of mouth increases, it will have an impact on increasing repurchase intention. The predominant word of mouth indicator in this study is *I will invite people around to eat at Nuri's Warung*. This means that the more consumers who will invite people around them to choose Nuri's Warung, it will help people who are still confused about choosing a place to eat, with this invitation will tend to prefer Nuri's Warung more than other places. This will affect consumer purchase intentions of Nuri's Warung.

4.2 Word of Mouth on Brand Image

The significance probability value is 0.000 and the beta coefficient value is 0.214 and the t value is 2.309 with a significance level of $0.000 < 0.05$, then **H2 is accepted**. This result means that word of mouth positively and significantly influences brand image. If word of mouth increases, it will have an impact on increasing brand image. Word of mouth can be identified as a marketing method that maximizes the interaction of consumers with potential consumers who have never or are familiar with these products or services before. Word of mouth is the act of consumers providing information to other (interpersonal) non-commercial consumers, both brands, products and services.

4.3 Brand Image on Repurchase Intention

The significance probability value is 0.000 and the beta coefficient value is 0.501 and the t value is 5.398 with a significance level of $0.000 < 0.05$, then **H3 is accepted**. This result means that brand image positively and significantly influences repurchase intention. If the brand image increases, it will have an impact on increasing repurchase intention. The indicator of brand image that dominates in this study is *Nuri's warung is a widely known place*. This means that the better the brand image, the stronger the brand image that will stick in the memory of consumers. Besides that, having a good brand image will make consumers always drop their choice to Nuri's Warung, which can affect repurchase intention.

4.4 Word of Mouth through Brand Image on Repurchase Intention

The calculated z value is $3.78 >$ the z table is 1.96, then H4 is accepted. This means that brand image mediates the effect of word of mouth on repurchase intention. In other words, word of mouth has an indirect effect on repurchase intention through brand image because it is caused by the brand image indicator which is dominated by *Nuri's Warung is a widely known place*. This means that the stronger the brand image, the impact on the relationship of word of mouth to repurchase intention. Seeing this phenomenon, companies must be able to increase the brand image for Nuri's Warung because it will have an impact on increasing good word of mouth so that it will affect repurchase intentions.

4.5 Research Implications

This study shows that if the word of mouth owned by Nuri's Warung is getting better, it will be able to make a significant contribution to increasing the brand image of Nuri's Warung, besides that there is a direct relationship between the brand image variable and repurchase intention which also indicates that the better the brand image, owned by Nuri's Warung, the higher the repurchase intention of Nuri's Warung consumers. There is a direct relationship between the variable word of mouth and repurchase intention, which means that the better word of mouth is owned by Nuri's Warung, the more consumers have an increased interest in repurchasing. The indirect relationship between word of mouth and repurchase intention through brand image. The existence of word of mouth information about Nuri's Warung, has the potential to influence consumer perceptions and expectations of Nuri's Warung which in turn will affect the brand image. Nuri's Warung's high brand image will cause consumers to have a higher desire to repeat purchases at Nuri's Warung. The implication of this research is that the variables of word of mouth, brand image, and repurchase intention are interrelated.

The results of this study have been proven, where word of mouth and brand image are able to positively and significantly influence repurchase intention. The factors of word of mouth and brand image have an important role for a product or a company that has either developed or has just opened a market. Word of mouth is also related to good information received by consumers on a product, which is believed to not only meet consumer needs, but can provide a good brand image for the company. A good brand image will be very able to create consumer repurchase intentions of a product.

Nuri's Warung as a place to eat that is not new and familiar to consumers, it is very important to continue to pay attention to the word of mouth that is owned because competitors from similar businesses are increasingly popping up. Nuri's Warung should further strengthen and improve word of mouth so that it remains

well known and survives in the business market and doesn't just disappear. The creation of good word of mouth will certainly increase consumer confidence in Nuri's Warung and be able to increase brand image. Nuri's Warung should pay more attention to brand image because the creation of a good brand image will be able to generate consumer repurchase intentions of Nuri's Warung. Therefore Nuri's Warung should not rule out the importance of word of mouth and brand image because they can be said to be the key to the success of Nuri's Warung.

V. CONCLUSION

5.1 Conclusion

Word of mouth has a positive and significant effect on repurchase intention, this means that the better word of mouth, the more the intention to repurchase. Word of mouth has a positive and significant effect on brand image, meaning that the better word of mouth of Nuri's Warung consumers, the better Nuri's Warung brand image. Brand image has a positive and significant effect on Nuri's Warung repurchase intention. This means that if the brand image has increased, the repurchase intention will increase. Brand image is significantly able to mediate the effect of word of mouth on repurchase intention. This means that the better the brand image of Nuri's Warung, the better the word of mouth will be so that it can increase consumer repurchase intention of Nuri's Warung.

5.2 Suggestions

Improve the quality of food to make it more delicious and attractive, dare to reduce prices or give discounts so that consumers can get delicious food but at low prices, provide the best and timely service in delivering food, so that consumers always give positive comments. Improve the quality of food to make it tastier and more attractive, provide the best and timely service in delivering food, dare to reduce prices or give discounts so that consumers can get delicious food but at low prices, so that it has an advantage over other places. Improving the image of the taste of food, improving service quality, and giving discounts at certain times, with discounts, good service quality and always being swift in handling complaints from consumers will make consumers feel valued and don't make consumers wait long, this will make consumers feel satisfied and comfortable being at Nuri's Warung, so that consumers prefer to buy at Nuri's Warung compared to other places

5.3 Research Limitations and Further Research

The sample used needs to be advanced, so that the results obtained can describe the situation in the field holistically. The variable construction used in the research model is simple. In the future, this can be overcome by adding construction variables in the form of mediating and moderating variables.

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